

AMIX

Information Marketplace™

American

Information
Exchange

 Customer Guide

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Customer Guide
Version 1.0

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Table of Contents

Introduction to AMIX	1
Chapter 1 The Information Marketplace	6
Chapter 2 AMIX Setup	19
Chapter 3 Tutorials	34
1 The AMIX Screen	35
2 Getting Around in AMIX	38
3 Buying a Document	43
4 Commenting on a Document	47
5 Using AMIX Mail	51
6 Publishing Your Resume	58
7 Buying and Selling Consulting	61
8 Creating a Document for Sale: Basic Techniques	82
9 Creating a Document for Sale: Advanced Techniques	90
10 Creating Footnotes for Your Document	94
11 Revising a Document	96
12 Listing Yourself as a Consultant	98
13 Publishing a Reference on a Consultant	100
14 Using Notebooks	104
15 Importing and Exporting Files	112
16 Managing Your Local AMIX Database	117
Chapter 4 Reference	121
Appendix A Accounting and Billing	162
Appendix B AMIX Customer Agreement	166
Appendix C Buyer Policies	175
Appendix D Seller/Publisher Policies	178

Appendix E Dispute Resolution	181
Resolution of a Dispute Between Customers	181
Resolution of a Dispute Between Customer and AMIX	191
Index	199

Introduction to AMIX: The American Information Exchange

We all use information to guide decisions and solve problems. Good information can save time, money, careers, and lives—or just help to find a good restaurant in a new city.

We all buy information, paying for it with money, or time and effort. AMIX is the world's first online Information Marketplace™. AMIX enables potential buyers and sellers of information to get together with greater ease, speed, and economy, helping high-quality information flow faster and better.

Everyone exchanges information and services with friends, and many of us sell these things to an employer. AMIX opens up new ways to exchange information and services with a broader community.

This introduction explains the basics of the AMIX Information Marketplace.

Here is an overview of how the AMIX Information Marketplace works:

Transactions work through a central computer, the AMIX host.

You use your personal computer and modem to contact the AMIX computer, allowing you to buy and sell documents and carry out consulting contracts. You can use AMIX 24 hours a day, seven days a week.

Sellers provide the goods, AMIX provides the place.

AMIX customers can both buy from and sell to other AMIX customers. You can buy and sell documents, including text, software, graphics and sound files, and formatted files such as spreadsheets. You can negotiate to buy and sell consulting services, from making an initial request through delivery of results. AMIX handles all the billing and collection hassles for you—freeing you to do what you do best.

The Information Marketplace is organized by topic.

The topic-focused hierarchy of AMIX makes it easy for customers to find the markets they want, by selecting increasingly specific topics. Sellers can list their documents and consulting services under multiple topics—a hypertext feature of AMIX.

You can judge quality *before* buying.

Before deciding to buy a document or file, you can read:

- 1) The introduction
- 2) The author's resume, and
- 3) Comments on the document made by previous buyers.

Before negotiating to purchase consulting, you can read:

- 1) The consultant's resume, and
- 2) References from previous clients.

With these tools, you can be more confident that what you buy can help solve your problem.

Electronic mail lets you contact consultants directly.

You can send a consulting request to one person, a few preferred consultants, or all the consultants in a given market. All negotiations are private.

Browsing is inexpensive.

AMIX keeps the online charge—what you pay per hour to connect to the AMIX host computer—as low as possible, to make it easy for you to explore the markets.

You can read and write offline.

The AMIX software can be used as a stand-alone application on your personal computer, so you can set your own pace while writing messages and reading the comments, documents, and resumes that you have downloaded from the AMIX host. Since you are not online, there are no charges of any kind.

AMIX profits only from successful transactions.

Sellers automatically remit a percentage of their sales to AMIX, based on the size of the transaction.

AMIX targets low- to mid-range transactions.

Much of the cost of getting expert advice is in finding the right expert and establishing a relationship. Before AMIX, this process was difficult enough that small contracts just weren't worth the time and effort.

AMIX makes it easier to find and evaluate the right expert, making it practical to get needed information in the \$10 to \$2000 range: quick answers, small consulting contracts, customized software components, and advice in fast-changing fields.

Why pay for a day of a consultant's time, when you need only half an hour? Or, if you are a consultant, why turn away small contracts, now that there is an economically feasible and time-efficient way to take advantage of them?

AMIX makes "mini-consulting" contracts cost-effective for the first time.

AMIX has people to help.

In addition to consultants, each market has a Market Manager who keeps an eye on the market, helping make sure that the listings are relevant. When a market grows too large to be viewed conveniently by buyers, the Market Manager divides it into subtopics. Market Managers advise sellers how best to position their wares. In this way, AMIX combines the power and speed of computers with the judgment of experienced people.

AMIX is like a new shopping mall.

Imagine a new continent with good roads and a fast-growing population of millions—but with no stores. That continent is the large and growing online community. AMIX has just built a shopping mall, and the shops and shelves are starting to fill.

Why hasn't the Information Marketplace been built before?

In the days of print and broadcast media, a service like AMIX was impossible. Later, the first online services followed the old models of publishing and broadcasting by a central information provider, or simulated mail and telephones.

AMIX is a new approach that harnesses the power of markets to the power of personal computers. AMIX offers the first alternative to central planning (by the monolithic online data providers) and amateur advice (from the "chat" services). Individuals and businesses can negotiate their own information solutions online through AMIX.

How do the AMIX markets grow?

Each market starts with enough information to attract buyers. Initial buyers search out their urgent information needs. Alert sellers move in to establish an early position backed by a good reputation. Over time, the market becomes a rich storehouse of information and services. Today, only a few

markets are operating. Later, many will be active. Eventually, you will be able to find information on almost any topic you can imagine.

You gain competitive advantage.

You are an early customer in the Information Marketplace. If you're a buyer, you are finding information your competitors don't yet have. If you're a seller, you are finding opportunities your competitors have not discovered. Many of you will buy *and* sell—everyone has both information needs and areas of special knowledge.

Let us know how AMIX can better serve your needs.

As a customer in this new marketplace, you will have questions and see ways that AMIX can serve you better. Marketplaces grow and change over time in response to the needs of the customers. Only you can tell us how to make AMIX more useful to *you*. Just send mail to SUPPORT to let us know how. We are especially interested in your ideas on which new markets should be opened on AMIX.

We'll see you online, buying documents and consulting, writing comments, and selling your own expertise to earn money in the Information Marketplace.

The fastest way to see what AMIX is all about is to step through our demo. You'll find it on the AMIX program disk. It's an easy way to learn the program. (For instructions on running the demo, see 2.4 *Configuring the AMIX Software*.)

Welcome to AMIX!

Chapter 1

The Information Marketplace

When faced with a problem or decision, we usually aren't looking for raw "data," "facts," and "information." Instead, we need advice, expertise, help—we need *answers*.

Some online information services offer hundreds of databases that are rich in facts. But even when facts alone would help, we don't have the years of time needed to learn the required searching skills, or the budget to hire a full-time searcher.

It might seem that expertise would be found in the group discussions available on some online services, and occasionally it is. But for most of us, the kind of advice available there can't meet our needs: unpaid advice, provided as a hobby by strangers with unknown qualifications, who have no incentive to provide additional support. Important decisions—and all business decisions are important—cannot be based on this kind of advice. Here the online world is no different from the outside world: we get what we pay for; there is no such thing as a free lunch.

Neither databases nor group discussions enable real business interactions between individuals. For business to be possible online, we need a *market*. To get usable knowledge and advice from qualified experts, we have to make it worth their while. Money has to be able to flow from buyers to sellers, as it must in every business transaction.

The AMIX Information Marketplace

On AMIX, buyers and sellers meet to do business. Anything that can be stored electronically can be bought and sold: text, graphics, templates, software, and sounds. With the tools provided on AMIX, you can check *in advance* whether each information item is what you need, by reading the Introduction, reading about the seller, and reading comments made by previous buyers.

What if the answer I need isn't for sale yet on AMIX?

AMIX gives you access to people, as well as prepackaged information. As a potential buyer, you can send a request for consulting services to the seller of your choice, explaining what you want, when you want it, and what it's worth to you. Perhaps you need only a few minutes of the seller's time—on AMIX you only pay for what you need.

How can I find what I want?

There's no need to memorize cryptic commands or abbreviations to find what you want on AMIX. A hierarchical topic structure guides you to the market you want, by starting with the most general description (say, Computers) and moving to the most specific (say, Windows products). There you will find both documents for sale and consultants with expertise on that subject.

AMIX also includes hypertext features to help you find what you want. Let's say you have a question about a feature of the Microsoft Word application program. Would you go to the market on Microsoft products, or to the market on word processing software? On AMIX the answer is easy: the document or consultant you want can be listed in both places. You as a buyer need not play guessing-games, since each seller is led by market forces to place his or her wares in locations you are likely to try.

Other hypertext features let you find more material related to what you have already bought. The author of a document can include Footnotes—pointers to other material on AMIX you might want to look at. And all purchasers of a document can write a Comment evaluating the document.

The AMIX Access software even helps you organize your purchases after they are made, when you are not online to the AMIX Service. You can find them the same way you did when online—the menus and screens look just the same—or you can look in your Purchases list. There's no need to move files around to a location you can remember; AMIX handles all that for you automatically. (Of course, if you want to use your own filing categories, AMIX makes that easy too.)

In what form is my purchase delivered?

Most purchases on AMIX are delivered electronically—the AMIX host sends them to your PC when you are online. If you have used other online services, you might be picturing reams of computer printout in ASCII characters. AMIX is more flexible: since formatted files can be bought and sold, you can buy information in the form *you* want, readable and printable by the applications software you prefer. If the seller has posted only an unformatted ASCII version, you can request the version you want.

Increasing Your Competitive Advantage: Buying on AMIX

Using AMIX to fill your information and consulting needs gives you some advantages over your competition, who may not have started to use this new tool.

- You buy expertise—prepackaged or personalized—not just data.
- You get the answers you want without buying lots of additional, unneeded material.
- You can quickly compare the abilities and charges of many experts, selecting the right one for you in the shortest possible time. There is no need to do reference checking by phone.
- You get the answers you want when *you* want them, not when they happen to be published in a trade journal. You interact with consultants when *you* have time, not when they choose to call.
- By buying small amounts of consulting—a few minutes or hours—you obtain expertise that others cannot get without paying for a full day of consulting time.
- By moving consulting communications off the phone and onto AMIX where the record is clear, you minimize miscommunication and maximize getting what you want.

Techniques for Buying on AMIX

Careful design of the AMIX Service, combined with seller marketing efforts and market forces, make it easy to buy successfully on AMIX. Just use the tools on the screen.

- While looking at a list of documents for sale, compare the information shown in each column:
 - Which are most recent?
 - Which are most reasonably priced?
 - Which are longer—or shorter, if you want a quick answer?
 - Which have the clearest titles? A confusing title may be the sign of a confused seller. Alert sellers make sure their titles convey a maximum of information.
 - Which are priced "On Evaluation" vs. "On Delivery," as shown in the Intro? The former can be read before you pay the purchase price. If they do not live up to the author's claims, you can stop payment.
- For each document that looks interesting, see the Intro, author's resume, and comments by other buyers. Reading these is optional: to save time, stop as soon as you've made your decision on whether to buy the document being described.
- After your purchase, feel free to contact the seller with further questions. Sellers may choose to answer brief questions by AMIX mail, but to get significant amounts of their time, send a consulting Request.
- If what you need is not yet posted for sale, **ask for it**. Just send a consulting Request to the market or individual that strikes you as likely to know the answer.

- In comparing consultants, check their resumes and references. You can also look at comments and documents they've published. If you still have questions on their expertise, send a non-binding discussion message asking for more information.
- When you are actively negotiating with a number of consultants who all want your contract, check the terms they are proposing:
 - Who can do the job on time, or earlier?
 - Who is offering to do it for less?
 - Who is offering better payment terms? From the buyer's perspective, on "Delivery" is better than on "Agreement," and on "Acceptance" is best of all.
 - Compare the text section of each consultant's message. Who sounds most knowledgeable?

Feel free to bargain in your consulting messages: you can mention other offers you're considering, or other negotiations in progress.

All these activities can be done without memorizing commands: they can be selected either from the menus or from the function keys listed at the bottom of your screen.

Actions for Buyers to Avoid

Let common sense and standard business etiquette be your guides to avoiding inappropriate behavior on AMIX. Here are some obvious examples of actions to avoid:

- Don't write abusive comments or references.
- Don't write references on consultants you haven't purchased consulting from.
- Don't buy documents "On Evaluation," use the information, and then stop payment. This is the moral equivalent of buying a book or magazine, reading it, and then returning it for a full refund.
- Don't enter into contracts you don't intend to pay for.

On AMIX, records are kept of all transactions indefinitely. Unlike writings on some other online services, AMIX material is archived. Make sure what you write about other people on AMIX is accurate—it will not disappear with time. You are responsible for your writings and actions on AMIX.

Increasing Your Competitive Advantage: Selling on AMIX

AMIX opens major new opportunities to information sellers and consultants. You can profitably sell information in much smaller amounts than has been possible before, enabling you to make money—even make a living—providing "quick answers" to questions in your area of expertise. This can be done on *your* preferred schedule, not whenever an editor or client happens to call.

You can provide fast-changing information in a more timely manner than was possible before. If you are in a field where weekly, daily, or even hourly updates are useful, you can now provide them easily, without lots of phone calls, faxes, and delivery charges.

For sellers of documents usually sold on paper, such as newsletters, AMIX eliminates a wide range of costs:

- No printing or paper costs
- No distribution or postage costs
- No inventory
- No envelope stuffing
- No telephone order-taking
- No advertising
- No direct mail solicitation
- No billing or collections

What's left? Finding or writing worthwhile material, whipping it into shape, and approving it for publication. By

- In comparing consultants, check their resumes and references. You can also look at comments and documents they've published. If you still have questions on their expertise, send a non-binding discussion message asking for more information.
- When you are actively negotiating with a number of consultants who all want your contract, check the terms they are proposing:
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- No billing or collections

What's left? Finding or writing worthwhile material, whipping it into shape, and approving it for publication. By

stripping away the support tasks, AMIX frees authors, editors, and publishers to do more of what they do best.

The alert seller will have realized that the author, editor, and publisher can all be one person. AMIX makes "self-publishing" efficient and attractive. The cost of entry into the publishing business has now dropped to the cost of an AMIX account. The time barrier is gone too: while it takes months to get a book published, weeks for a magazine, and days for a newsletter, on AMIX you can publish in minutes.

All of the above applies to software and software components as well as to text documents. Formerly the lone programmer, without the support structure needed to sell his or her programs, had to send them out into the world as "shareware" which users might or might not bother to pay for. On AMIX, programmers can list their work for sale, set a price, and set the payment terms to be "On Delivery" or "On Evaluation." "On Delivery" terms are like those used by software retailers: you pay for the software before you open the box. "On Evaluation" terms are closer to shareware terms, except that the buyer must explicitly stop payment to avoid completing the purchase.

Extra savings for consultants

Consultants enjoy cost reductions analogous to those seen by authors and publishers. In addition, their costs for the following activities are cut drastically compared to conventional consulting: marketing, negotiations, accounting, billing and collections, communication (phone, fax, delivery, copying), and travel.

As an AMIX consultant, your time is your own: there is no need to be tied down with meetings and phone calls. You can consult whenever you choose.

New ways of cooperating as sellers

The possibilities for seller cooperation on AMIX have only begun to be explored. Today publishing houses have dozens or hundreds of full-time employees. On AMIX, publishing can be done by individuals, coming together to work on projects they find appealing and profitable. A publisher could contract with individual authors and editors who are different for each project.

While this has always been possible in theory, in practice the costs of coordinating such an effort were usually too high. On AMIX we can expect to see these temporary working relationships become more frequent.

Techniques for Selling on AMIX

To maximize success on AMIX, try to see yourself as the buyers will see you. Think of what they will see, and make those materials as appealing as possible.

- Write clear titles for your documents. Titles that are too long (over 25 characters) get truncated in the Documents Index of a market, so try to keep them short, or keep significant words at the beginning of the title.
- Write descriptive Introductions for your documents. Try to give an accurate picture of the contents: you don't want dissatisfied customers. (If the customer will need a particular application program or special fonts to use your document, be sure to say so here.) Disclose the level of virus checking any binary files have undergone. The Introduction is an advertisement for your document—put it to work for you.

- Read over the contents of your text articles after uploading to make sure there are no typos or formatting oddities. High ASCII characters may need to be replaced. Make sure the document looks as you want it to.
- Put some effort into your resume—it is a major sales piece for your work. Make sure your resume shows off your expertise for every market in which you plan to sell or consult. If your resume is long—and it probably should be, if you hope to sell to strangers—put a brief summary at the beginning. At the very beginning, state how often you check your AMIX mail. It's a good idea to mention some sample documents of yours that prospective customers can see at low cost.
- Check out the competition in your markets. How do your documents look compared to others: are they as new, as long, as inexpensive? Read the material produced by your competitors that can be seen by prospective customers: resumes, comments, introductions, references. Are yours as good?
- Think hard about which markets to target. Read the introduction for the market itself. Look over the other sellers: will you stand out as a superior seller, be one of a group of roughly-equivalent sellers, or be lost among big name sellers already established in a particular market? Positioning is important in AMIX—try to find a niche where you stand out. On the other hand, it can't hurt to list your services and your documents in other markets, as long as they are relevant to its subject matter.
- Take advantage of advice from the Market Managers for markets in which you plan to sell. The Market Manager keeps an eye on his or her market, removing inappropriate listings, splitting and renaming markets

when they grow too large, and advising buyers and sellers in the market. This person can be a valuable resource for you.

- Look at the comments (and references) on your work. If there are any complaints, try to fix the problems. You can ask commenters to revise or withdraw outdated comments, or you can respond to them—your response is listed in the Comments Index too. If there are compliments, take note. If customers routinely say that your work is an unusually good value for the money, ask yourself: am I underpricing?
- Consider selling your documents with a number of articles instead of just one text file. Can you upload one or more formatted versions that a customer could print using an application program? Does it make sense to include graphics, or a spreadsheet? Perhaps large text documents can be broken down into multiple articles, similar to chapters.
- Avoid selling outdated documents. Consider one of the following courses of action:
 - Update the contents
 - Reduce the price, and use as an inexpensive sample of your work
 - Remove its market listing
- When you buy others' documents, write accurate comments. These add to your reputation as an honest and knowledgeable seller.
- If you are hungry for business, consider using "On Evaluation" and on "Acceptance" terms for your work. If you can afford to be more choosy, use "On Delivery" instead. If you want consulting payments to be made up front, require on "Agreement" terms.

- Convert your already-sold consulting results into documents for sale—unless explicitly prohibited in the consulting contract—by deleting client-specific or confidential information. This reuse of your work can increase your overall income, and enable you to lower your consulting rates to compete more effectively. If a client requires that you not resell the results of a contract, you are justified in asking a higher fee for that job.
- Take advantage of Footnotes to point to your other work, and the resumes and work of others you recommend. This adds value for the buyers. Refer to a document's Footnotes in its text.
- Be creative in your business arrangements on AMIX. You can set up temporary teams to get a larger project done by subcontracting work out to others. If you notice an inept seller, fill the middleman role by offering your help, for a fee. Consider working on item preparation—creating AMIX documents from existing text—for other sellers who don't have the time or ability to do it themselves.

Actions for Sellers to Avoid

Like buyers, sellers can also let common sense and standard business etiquette be their guides to avoiding inappropriate behavior on AMIX. Here are some obvious examples of actions to avoid:

- Don't misrepresent yourself in your resume, or your documents in their Introductions.
- Don't write abusive responses to negative comments or references.
- Don't ignore reasonable requests for refunds.
- Don't permit friends to write glowing comments on your work, pretending to be unbiased customers. This will be noticed, and you will never live it down.
- Don't enter into contracts you can't fulfill.

Getting Started

Now that you have a feel for the varieties of business and business strategies possible on AMIX, it's time to sign on.

Chapter 2 will show you how.

Chapter 2

AMIX Setup

This chapter explains how to install and configure the AMIX Access[™] software and how to set up your AMIX account. It also describes the hardware required to run the AMIX Access software.

Setting Up an AMIX Account

Before you can use the AMIX Service, you need to contact AMIX Customer Support to establish your account and receive your Account Name and password.

Phone Customer Support during the following hours:

Monday - Friday	8AM to 8PM (Pacific Time)
Saturday	10AM to 6PM (Pacific Time)

The Customer Support telephone number is:
(415) 856-1234, ext. 207

Once you have received your password, we recommend that you change it when you first connect and then again every few months. Use the **Change Password** command on the **Online** menu.

Hardware Requirements

You need the following hardware to run the AMIX Access software:

Platform

A 12 MHZ 286 IBM PC or compatible machine with a hard disk provides minimally adequate performance, as long as there is a 320K (or larger) disk cache. A faster machine and a larger disk cache are recommended.

Available Memory

The current version of the software requires 560K of free memory. However, 580K or more is recommended.

NOTE: Please run CHKDSK to make sure you have enough free memory before you try to run AMIX. If

CHKDSK shows less than 560K free memory, edit CONFIG.SYS and/or AUTOEXEC.BAT to create sufficient DOS memory (remove TSR's, etc.). Reboot with these versions when running AMIX.

Disk Cache Recommended

A disk cache sets aside a portion of your computer's memory in a way that improves performance. Although a disk cache is not required, it is *highly* recommended; without it, performance will be slow. A disk cache of 320K is recommended on a 1 megabyte system; a larger disk cache is recommended for systems with more memory. If you are running Microsoft Windows, a disk cache called SMARTDRV.SYS has already been installed in CONFIG.SYS. Other commercial caching programs are available.

AMIX has file backup and database crash recovery features designed to protect your valuable data in the event of a power outage or system failure. It requires a disk cache that is "write through" in order for these features to operate effectively. Do not run AMIX with a disk cache that is not "write through."

Hard Disk Storage

The AMIX program, resource files, customer data files totalling one megabyte, and backup copies of data files currently require approximately 3 megabytes on your hard disk.

NOTE: Please run CHKDSK to make sure you have enough free disk space before starting to install AMIX on your hard disk.

Modem

AMIX can be used with a Hayes-compatible modem at 1200 baud, but performance is very slow. 2400 baud or 9600 baud are recommended.

Installing the AMIX Access Software

Before you install the AMIX Access software, call Customer Support to establish an account and receive your Account Name and password. (See instructions in *Setting Up an AMIX Account*.) Then follow these steps:

1. Put the AMIX Access installation disk in drive A. (If you use a different floppy drive, keep that in mind as you read these instructions. Also, these instructions assume that your hard drive is drive C. Any hard drive volume may be used instead.)
2. Type `mkdir c:\amix`
3. Type `cd \amix`
4. From `c:\amix`, type `a:amixzip`

The following files will be expanded to `c:\amix`:

AMIX.EXE	The AMIX Access program
RESOURCE.AMX	Setup/connection/display data
NEWUSER.AMX	New user database
PREFS.AMX	Stores user configuration information
UPDATAMX.EXE	Allows software upgrades as they occur

You may also have:

READ.ME	Last-minute information
---------	-------------------------

5. To start the software, type `amix`

6. Fill in the NEW ACCOUNT dialog, entering your full name and Account Name.
 - Use [Tab] to move forward one field.
 - Use [Shift-Tab] to move back one field.

Make sure that your Account Name (AMIX email address) is the same as the one you received from AMIX Customer Support.

7. A dialog appears describing connection settings you will need to make next: modem type, phone numbers, etc. Enter the correct information in each field, using [Tab] to move from one field to the next.

The connection settings are described in the following section.

Configuring the AMIX Access Software

When you configure the AMIX Access software, you make the connection settings described below. After you make each setting, use [Tab] to move to the next field.

Phone Prefix

A phone prefix is a number required by your phone system to get to an outside line—usually 9. If you need to add a phone prefix, the correct format is the number, followed by a comma. The comma signals your modem to provide a pause, usually 2 seconds, to get an outside line before beginning to dial. If 2 seconds are not enough, add more commas.

Phone Number: PacTel Packet Network Numbers

In the San Francisco Bay Area, you can use the following numbers to make a local call to the AMIX host at 2400 baud. Because it is a local call, do not add an area code to the number.

<u>If you are in area code:</u>	<u>Dial:</u>
415	
Palo Alto	323-2019
Mountain View	961-2102
San Francisco, Downtown	543-8275
San Francisco, Financial District	626-7477
San Francisco, South of Market	362-7579
510	
Berkeley	548-5743
Oakland	893-9889
408	
San Jose	298-0584

IMPORTANT NOTE: If you are using these numbers, be sure to also set **Connect Via** to **PacTel Packet Network**.

Phone numbers for 1200 baud connections can be found in the AMIX Help document, in the article entitled *Connecting to the AMIX Service*.

Phone Number: Direct Dial Numbers to the AMIX Host

You can also dial direct to the AMIX host computer on a Palo Alto number. Remember to set a phone prefix, if required by your phone system, and 1 before the area code, if your phone company requires it.

<u>If you are using:</u>	<u>Dial:</u>
1200 or 2400 baud	415 354-1000
9600 baud	415 354-1011

Phone Number: Long Distance Calls

If you are within the 408, 415, or 510 area codes, we request that you use the numbers listed above. They are the preferred method of connecting to the AMIX host. However, if you are outside the 408, 415, and 510 area codes, you may call AMIX at:

2400 baud	1-800 288-2649
9600 baud	1-800 688-2649

We will be adding long distance packet network connections in the near future.

Connect Via

Specify whether you will be using a direct dial or 800 number for AMIX (first option) or connecting via your local PacTel packet network phone number (second option).

Dial Type

Specify whether your telephone service is Tone or Pulse.

Seconds to Wait

This is the number of seconds the AMIX Access software will wait before expecting a connection. It is especially useful in case of a long distance telephone connection.

TIP: When using an 800 number, set this field to 40.

Modem Type

Select your modem type. If your modem type is not listed, first try **Hayes Compatible**. If that doesn't work, try **Dial Only**.

Speed Select your modem speed. This is the speed that the AMIX software will use when communicating with the host.

Port Select the com port to which your modem is connected. TIP: **COM3/IRQ5** and **COM4/IRQ2** are for internal modems.

After you make these settings, select **Done**. A dialog appears that allows you to specify whether to configure alternate settings. If you want to do so, you must do it now; select **Now**, rather than **Later**. (NOTE: Currently, there is no way to create alternate settings later. This feature will be added in

a later version of the software.) You can change your primary settings at any time.

Press [Enter] to complete the creation of your personal database and backup files on your PC.

The AMIX Access software is now installed on your PC.

We recommend that you view the AMIX Introductory Demo distributed with the software before starting to use the AMIX software or connecting to the AMIX host.

Quitting the Program

To quit AMIX at any time:

- Press [Ctrl-X]. Or
- Choose Exit from the File menu.

Changing Connect Preferences

You can change settings for connect preferences at any time. Follow these steps:

1. Press [Alt-O] to display the **Online** menu.
2. Select the **Modem Configuration...** command.
3. Choose the connection you wish to modify (only if you have configured a second connection type).
4. In the resulting dialog, change the desired settings.
5. When the settings are correct, press [Enter].

Changing Display Preferences

The Display Preferences setting should be set to match your monitor. The default setting is **Color VGA**. If you need to change this setting:

1. Press [Alt-F] to display the **File** menu.
2. Select the **Preferences** command. Use the [down arrow] key to select **Display...**, then press [Enter].

Select the alternative that indicates the type of display you have:

- Monochrome
- Color
- Laptop B&W

Connecting to the AMIX Host

Once you have a password from Customer Support and your preference settings are configured, you are ready to connect to the AMIX host. Follow these steps:

1. Press [Alt-O] to display the **Online** menu.
2. Type **c** to select the **Connect** command.
3. Select your connection (only if you have configured a second connection type).
4. Type your password, then press [Enter].

On your first connection to the AMIX host, you will need to enter certain Profile information to complete the setting up of your AMIX account.

Address: Billing address for your credit card

Phone number: In case of questions about your account

Verification Code: So Customer Support can verify your identity if you lose your password and need AMIX to issue you a new one

Credit Card type (MasterCard or Visa) and number

Credit Card expiration date

Running AMIX Access Under Microsoft Windows™

You can run the AMIX Access software as a DOS application under Microsoft Windows.

In order to remain connected to the Service, the AMIX Access software must be in regular communication with the AMIX host. If AMIX Access is running as a background task (without the appropriate settings), or if the screen saver is on, this communication will be interrupted and you will be disconnected.

To avoid this problem, you need to make two settings on the Windows Control menu for the AMIX Access application. Follow these steps:

1. Either run AMIX Access in a window or reduce it to an icon on your desktop.
2. Click on the Control-menu box in the upper-left corner of the AMIX Access window or click on the AMIX Access icon to display the Control menu.
3. Choose **Settings...**

4. In the Tasking Options check box group, check **Exclusive** and **Background**, then choose **OK**.

Use the Most Current Software Version

With each new release of the AMIX Access software, we will provide updated documentation with changes to installation procedures, memory requirements, etc. Please review this documentation before installing the new release.

Older releases of the software are not compatible with the current host. You will not be able to connect to the AMIX host using an old version.

At the time of a new release, material already on the host will be automatically preserved in the new host database. However, if you have any information you wish to keep in your local database which is not on the AMIX host (drafts of unsent messages or unpublished documents), you must export it from your old local database to your hard disk and import it to the new local database. (See *Tutorial 15: Importing and Exporting Files*.) Future releases will have an automatic converter to handle this process. Any local database material that is also on the AMIX host (e.g., mail messages and purchased documents) can be downloaded again.

Each new release has its own version number. This number is displayed when you choose **About AMIX** from the **File** menu. Please refer to this number when reporting problems.

Installing the Demo

To transfer the AMIX demo program to your hard disk:

From c:\amix, type a:demozip

The following files will be expanded to c:\amix:

RDEMO2.EXE	The program that runs the demo
DEMO.BAT	The batch file that starts the demo
AMIXDEMO.DBD	The demo file itself

To run the demo, start at c:\amix, then type **demo**

AMIX Security

AMIX has taken several precautions to keep private your personal and financial data and other confidential information that is stored on the AMIX Service.

Profile Security

You can see most parts of your own Profile and certain parts of others' Profiles. However, your password, credit card number, verification code, and (if you are a seller) Social Security number are *never* displayed after their initial entry, not even to you. This information is sent directly to the AMIX host when entered; it is not written to your local database. Furthermore, only you have access to your Mailbox, and only you and AMIX Customer Support have access to your Statement and Profile Information section; *no other customer can ever see them.*

Your Password

When you first establish an account with AMIX, you receive a password. Each time you connect to AMIX, you must enter your password to go online.

AMIX Customer Support has no access to your current password. If you forget your password, Customer Support will have to create and send you a new one via U.S. mail—after you have satisfactorily identified yourself. Passwords will not be issued over the telephone for security reasons.

We recommend that you change your password when you go online for the first time. Thereafter, it is a good idea to change it every few months.

To change your password, use **Change Password** on the **Online** menu while connected to the AMIX Service. When you create a new password, include a non-letter character, such as a numeral or punctuation mark, to decrease the chance of someone else guessing your password. Your password must be between 8 and 15 characters long. Passwords are case sensitive, so you will need to be consistent in typing either upper or lower case letters. Spaces are not permitted.

Your Lockword (Optional)

For additional security, AMIX allows you to create a lockword that restricts access to your local database. The lockword can be set (and changed) under **Preferences> Security** on the **File** menu while connected to the AMIX Service. Your lockword can be any number of characters (except spaces) up to 16, and is case sensitive.

Your lockword is created and stored locally. **CAUTION:** *AMIX has no knowledge of your lockword. If you forget it, AMIX cannot help you recover it!* You will lose access to all information in your local database. If you create a lockword, be sure to keep a record of it somewhere.

Customer Support, Policies, and Prices

If you have questions about AMIX policies or pricing, or if you need assistance while you are using the AMIX Service, there are several ways to obtain help and information.

AMIX Help Document

The AMIX Help Document contains information on how to use the AMIX Service. It also contains answers to the most frequently asked questions from AMIX customers.

There are two ways to get to AMIX Help:

1. Press **F1**, or
2. Select the **AMIX Support, Policies, Prices** Topic at the AMIX Top, then select the **AMIX Help** document.

AMIX Support, Policies, Prices

This Topic can be found at the AMIX Top. In addition to the **AMIX Help** document, it contains other useful Items, including the **Policies and Prices** document. This document contains an article that describes in detail the costs for buying and selling information on AMIX. **Buyer and Seller/Publisher Policies** documents are also available in this Topic.

AMIX Announcements & News

This Topic can be found at the AMIX Top. It contains important announcements broadcast to AMIX customers, as well as the latest system news.

Customer Support

AMIX Customer Support hours are as follows:

Monday-Friday 8AM to 8PM (Pacific Time)

Saturday 10AM to 6PM (Pacific Time)

The Customer Support telephone number is:

(415) 856-1234, ext. 207

You can also send AMIX mail to SUPPORT at any time.

Chapter 3

Tutorials

This chapter contains a number of brief tutorials.

Most of the tutorials teach you how to perform various activities on the AMIX Service, step-by-step. The tutorials are independent of each other; you may use any tutorial when you are ready do the activity it teaches. Some of the tutorials will be useful to most AMIX customers—for example, *Tutorial 3: Buying a Document*. Others may interest a relatively small number of sellers—for example, *Tutorial 9: Creating a Document for Sale: Advanced Techniques*.

Before starting to use the AMIX Access software or connecting to the AMIX host, we recommend that you view the AMIX Introductory Demo distributed with the software.

Tutorial 1

The AMIX Screen

About This Tutorial

This tutorial teaches you how to identify and use each part of the AMIX screen, pictured below. Although the screen contains different kinds of information, depending on what you are doing in AMIX, all screens have the same basic structure.

Most of the material covered in this tutorial can be learned easily and quickly by viewing the AMIX demo.

File Edit Navigate Online Mail Document Profile Display									
BB.AMIX									
AMIX Topic--Top of American Information Exchange					Owner: Amer Info Exch Corp				
"AMIXTOP" 0 Docs 7 Subtopics					Mgr: Dana Timbrook				
Sub-topics index									
Title		Manager			Docs		Subtopics		
1	Topic--AMIX Announcements and News	Dana Timbrook			3			0	
2	Topic--Business & Company Information	Patrick Rafter			0			2	
3	Topic--Product & Technical Information	Patrick Rafter			0			2	
4	Topic--Software/Other Products for Sale	Patrick Rafter			0			2	
5	Topic--Services	Chris Peterson			0			3	
6	Topic--Science, Politics, Arts	Chris Peterson			0			6	
7	*Topic--AMIX Support, Policies, Prices	Dana Timbrook			5			0	
F1:Help F5:Intro F6:Documents F7:Sub-topics F8:Discussions F9:Other									
Thu Dec12 05:11pm PST BBERNARD					Online to AMIX \$0.15				

Parts of the AMIX Screen

Menu Bar The Menu Bar is the top line of the screen. It contains the names of all the AMIX menus. Press the [Alt] key

to activate the menu bar, use left and right arrow keys to choose a menu, then press [Enter] to display the selected menu. To display a menu directly, press [Alt] plus the highlighted letter in the menu name (underlined on a monochrome monitor). Example: Press [Alt] plus [O] to display the **Online** menu. Press [down arrow] to highlight the command you wish to execute, then press [Enter] to select it.

- Current Item** The first two lines under the Menu Bar show information about the **Item** you are currently viewing:
- Item type (Topic, Document, Notebook, Market, etc.)
 - Title
 - Shortname (an abbreviated name provided by the author). In the figure above, the shortname is "AMIXTOP."
 - Author, Publisher, Owner, and/or Manager
 - If relevant, the number of Documents, Subtopics, and Consultants

Current Section

The next line or two shows what **Section** (or part) of the current **Item** you are viewing: Introduction, Resume, Overview, Documents Index, etc. In the figure above, the current **Section** is **Subtopics index**.
NOTE: You are always in both a **Section** and an **Item**, just as you are always in both a room and a building.

For a complete explanation of **Items** and **Sections**, see *Chapter 4: Reference*.

Contents

The **Contents** area shows the contents of the current **Section**. Contents can be text, a file, folder, or index.

- A **folder** contains parts of the current Section. Example: A Messages folder contains a mail message and all related replies. Select a part to navigate to it.
- An **index** (such as the Subtopics Index pictured above) is a list of links that you can follow to other Items.

Row Cursor/Current Entry

The row cursor is the highlight bar. The current Item or current Section lines can be highlighted. If the contents area includes a folder or index, one row at a time can be highlighted, using the [up arrow] and [down arrow] keys. The row cursor indicates the current entry.

- In a folder, pressing [Enter] at the current entry navigates to that entry.
- In an index, pressing [Enter] at the current entry follows the link to a new Item, which then becomes the current Item.

Function Keys

The function keys give you quick access to important Sections of the current Item. They are listed near the bottom of the screen under the Contents area. Press the Function key name next to a Section to display that Section.

Taxi Meter

When you are online, a dollar figure in the lower right corner shows the accumulated connect charges for the current session, plus any purchases made in that session. Details of these charges are shown in your statement.

Tutorial 2

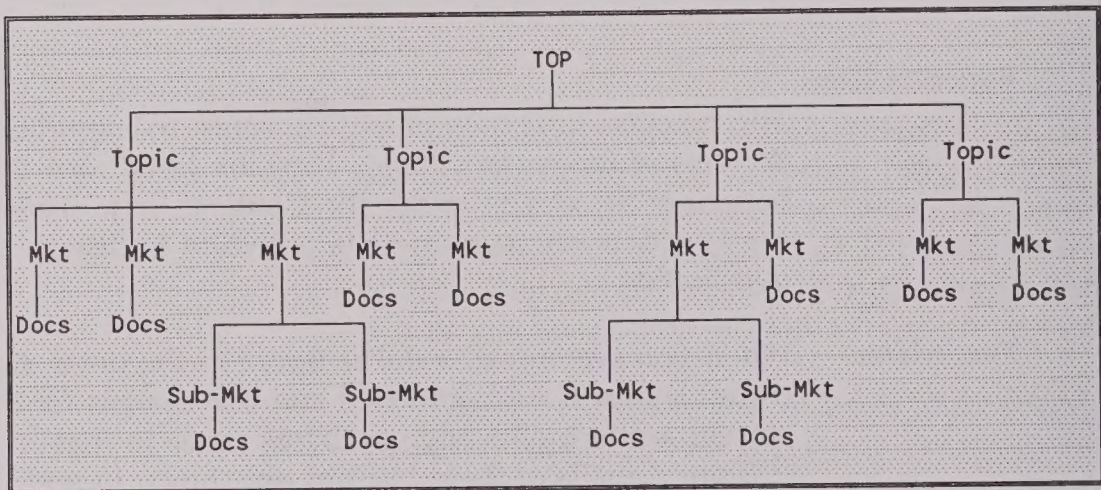
Getting Around in AMIX

About This Tutorial

This tutorial teaches you about the structure of the AMIX Service and how to move around in AMIX. It covers the various navigation options available to you on AMIX. You will learn about:

- How AMIX is constructed
- How to navigate between Items and Sections
- How to use the different navigational links

The Structure of AMIX



AMIX is constructed as a hierarchy. The top of the hierarchy is the AMIX Top, the list of Topics you see when you start up AMIX. As you descend through the hierarchy, selecting topics, subtopics, markets, etc., your choices get more specific. Finally, you reach a market, consultant or document at the bottom of the hierarchy.

Remember: the AMIX structure is most general at the top, and most specific at the bottom. As you move down the hierarchy, the information gets more specific; as you move back up the hierarchy, the information gets more general.

The building blocks that make up the AMIX structure are called **Items** and **Sections**. Items are roughly analogous to People, Places, and Things. They include Profiles of individuals, Markets, Topics, Documents, etc. Sections are the parts that comprise each Item. For a complete explanation of Items and Sections, see *Chapter 4: Reference*.

Navigating in AMIX

There are several ways to navigate (move around) through the AMIX hierarchy. You may use any of the following:

- Links
- Menus
- Function keys
- Sections list
- Other useful keys

Links

You follow a link when you select a numbered row from a list. For example, when you select a row in your mailbox, you go directly to the mail message.

When you select a row from a list, AMIX navigates in one of two ways, depending on the content of the list:

- When you are viewing the contents of a Section (Published Comments, mail, References, etc.) and you select a row from the list, AMIX takes you directly to the thing you selected.
- When you are viewing the contents of an Item (Documents Index, Markets), AMIX takes you to the most frequently-used Section of that Item as a default.

From there, you can go to any Section you wish. For example, if you select a Document, AMIX takes you to the document Introduction. If you select a Market, AMIX takes you to its Documents Index, or to the Submarkets Index if the Documents Index is empty.

Navigate Menu

The **Navigate** menu contains several commands that are very useful for moving around in AMIX. Each of these commands has a [Ctrl] key shortcut that will select the command when the menu is not pulled down.

<u>Command</u>	<u>Shortcut</u>	<u>What it Does</u>
Back	[Ctrl-B]	Goes back to the previous entry in your session History. (Retraces your very last step.)
History	[Ctrl-H]	Goes to the History list, a chronological record of everything you have viewed during the current session. Select any entry on the list to navigate directly to it.
Find	[Ctrl-F]	Lets you go directly to any Item for which you already know the "shortname," or to any locally-stored Item for which you know at least part of the title or a key word in the title.
Top	[Ctrl-T]	Takes you directly to Top, the highest point of the AMIX Topic/Market hierarchy.

Function Keys

The most frequently-used Sections are linked to Function keys. These are listed on a line near the bottom of your screen. Press the key name next to the desired Section to go to that Section.

Sections List

Press [F9] to see a list of all the Sections in the Item you are currently in. To go to any Section in the list, select it using the arrow keys and press [Enter].

Another way to see a list of Sections in an Item is to display the Item Overview. Press [Ctrl-O] (Overview).

Other Useful Keys

Alt Activates the menu bar.

Esc Gets you out of any dialog or menu. You may need to press [Esc] more than once to get out of nested dialogs or menus.

Up Arrow/Down Arrow
Moves the row cursor (highlight bar) up and down.

Page Up/Page Down
Home and End

These navigation keys are useful in many contexts. They take you up and down a page, or to the beginning/end of a list.

Enter	Retrieves the Item or Section highlighted by the row cursor.
--------------	--

The following keys are used within dialog boxes.

Enter	Exits a dialog box by selecting the highlighted button.
--------------	---

Tab	Moves the cursor to the next field. NOTE: Be careful not to press [Enter] when you mean to [Tab] to the next field.
------------	--

Shift-Tab	Moves the cursor to the previous field.
------------------	---

Space Bar	Checks a checkbox, selects a radio button, presses a button, or specifies a choice in a list. NOTE: Press [space bar] to select what you want <i>before</i> pressing [Tab] to move to the next field.
------------------	--

Tutorial 3

Buying a Document

About This Tutorial

This tutorial covers the procedure for buying a document.
You will learn how to:

- Find out information about a document before you purchase it
- Read other buyers' comments and the author's resume, also before the purchase
- Read the document after you purchase it

File Edit Navigate Online Mail Document Profile Display						BB.AMX
AMIX Market--All Other Subjects				Owner: Amer Info Exch Corp		
"ALL-OTHER" 14 Docs 0 Submks 19 Cnslt				Mgr: Patrick Rafter		
Documents index						
	Title	Author	Price	Date	Size	
1	Document--Privacy--A Collection of Do	Chris Hibbert	\$0.00	Jul01	3K	
2	Document--Cyberspace Collection	Randy Farmer	\$0.00	Jul03	5K	
3	Document--How to FTP w/o Internet acc	Jeff Crilly	\$2.50	Jun12	13K	
4	Document--Improved Find Class in Smal	E. Dean Tribble	\$2.50	Jul09	8K	
5	Document--The Agora: A Software Barte	E. Dean Tribble	\$20.00	Jul09	42K	
6	Document--Brain and Language Developm	Ravi Pandya	\$1.00	Jul10	86K	
7	Document--The Age of Magic	Dave Ross	\$2.00	Jul10	76K	
8	Document--The B-2 Lottery	Marc Stiegler	\$0.50	Jul10	18K	
9	Document--A SYSTEMS PROBLEM SOLVING M	Fred Moulton	\$10.00	Jul11	113K	
10	Document--Software Component Markets	Foresight Inst.	\$0.50	Jul13	12K	
11	Document--Freedom of Speech in Softwa	Phil Salin	\$1.00	Jul14	52K	
12	Document--Small Satellites Manufactur	Kevin Lacobie	\$10.00	Jul18	50K	
13	Document--Could Gambling Save Science	Robin Hanson	\$1.00	Aug06	204K	
14	Document--How To Flexibly Let Everyon	Robin Hanson	\$0.50	Sep18	8K	

F1:Help F5:Intro F6:Documents F7:Sub-markets F8:Consultants F9:Other

Dec16 10:58am PST BBERNARD

Online to AMIX \$0.39

What is a Document?

A "document" is the general name for prepackaged information available for sale on the AMIX Service. Documents can include text, executable files, templates, graphics, and sound files. In browsing the AMIX Marketplace, you may see documents that interest you. The price for each document is clearly posted.

Neither the seller nor other AMIX customers can tell what document purchases you make, unless you publish a public comment on the document.

How To Learn More Before You Buy

Before you decide whether to buy a document, you can read an introduction written by the author, as well as comments posted by other buyers who have purchased the document. You can also read the author's resume. You can read the introduction, comments, and author's resume without paying for the document. It is useful to read these sections of competing documents for comparison purposes.

About Non-Text Documents

If you purchase a formatted file, such as a graphics, sound, spreadsheet, or word processor file, you will need appropriate application software to be able to use that file. (For example, a document you purchase might include both a plain text version and a formatted Microsoft Word version of the text. To print the Word version, you will need the Microsoft Word program.) Text documents require no special software to view and use. The document's Introduction should let you know if any application software is needed.

How to Buy a Document

To buy a document, connect to AMIX. Then follow these steps:

1. Move the row cursor to the row of the Documents Index on which the document appears, then press [Enter].
2. The document Introduction appears. You may read this without buying the document. At the top of the Introduction, you can see whether the buyer is charged for the document "On Delivery" or "On Evaluation."
3. If you wish, press [F7] (Comments) to see a list of comments posted by previous buyers. (This list will be empty if no one has yet commented on the document.) To read any comment, highlight it and press [Enter].
4. Optionally, read the author's resume. To do so, choose **View Resume For> Author** from the **Profile** menu. To return to the document, press [Ctrl-B] (for **Back**) until the document Introduction appears.
5. When you are ready to buy the document, press [F6] (Purchase).
6. A verification dialog appears, reminding you of the price, and asking you to confirm your request to purchase. If you want to buy the document, [Tab] to **OK** and press [Enter]. Or, if you don't really want to buy, [Tab] to **Cancel** and press [Enter].
7. If the document was priced "On Delivery," its purchase price is added to the Taxi Meter in the lower right-hand corner of your screen.

8. The Articles Folder appears. It contains a list of all the articles, or parts, of the document. Select any article to download it to your PC. You now have a local copy of that article that can be read offline (or exported to DOS if it is a binary or formatted file). Since you have purchased the entire document, you may download any article at any time. After you download an article from a document, an asterisk (*) appears next to its title in the Documents Index.
9. If the document was sold "On Evaluation," you will be prompted at two day intervals to decide whether to pay for the document now or postpone evaluation until later.

If you do not decide to approve or stop payment within 30 days, payment is made to the seller automatically.

Tutorial 4

Commenting on a Document

About This Tutorial

In this tutorial, you will learn how to create and publish a comment about a document you have purchased.

File Edit Navigate Online Mail Document Profile Display

BB.AMX
AMIX Document--Successful Trade Show Exhibiting: a Primer Publ: Ralph March
"TRADESJPW.RMARCH" \$15.00 On Delivery
Comments folder
Draft Comment Barbara Bernard

Title: Highly Recommended

I found March's document to be extremely interesting and useful. For anyone who wants to have a successful exhibit at a trade show, this document is mandatory reading. Well worth the money!

F1:Help F5:Intro F6:Articles F7:Comments F8:Sub-documents F9:Other
Mon Dec16 11:01am PST BBERNARD Online to AMIX \$0.57

Why Publish a Comment?

Comments from previous buyers help a potential buyer decide whether or not to buy the same document. After you have purchased a document, you have the right to publish one comment about that document. Other potential buyers can read your comment on the document, just as you may have read previous buyers' comments before deciding to purchase it.

There are three important reasons why you might wish to publish a comment:

1. To indicate your approval of good work by an author.
2. To indicate your disapproval of substandard work by an author.
3. To add to your own reputation as a knowledgeable person in your field.

Rules For Publishing a Comment

You must purchase a document before you can publish a comment about it.

AMIX limits each purchaser to one comment per purchase. You may revise or withdraw your comment at any time. Those who have viewed the original comment will still be able to read it.

Comments are to be phrased for business purposes. When you compose a comment, limit it to your views of the document itself. Is it accurate? Complete? Worth the price? Comments inappropriate to business purposes will be removed by AMIX Customer Support.

The author of the document can respond to your comment, and can dispute the comment through the AMIX arbitration process.

There are responsibilities that attend publishing a comment, just as there are for publishing a document. See the AMIX Customer Agreement and Buyer Policies.

As a preliminary step to publishing a comment, AMIX policy states that you must first publish your Resume. This allows others to learn more about the person behind the comment.

Instructions on publishing your Resume appear in *Tutorial 6: Publishing Your Resume*.

How to Publish a Comment

To comment on a document that you have purchased:

1. Display any Section of the document on your screen (e.g., Introduction, Articles Folder, etc.).
2. Choose **Create Comment** from the **Document** menu.
3. [Tab] to the Title field. Enter a title for your comment. [Tab] to the contents area, then write the text.
4. If you are not online, connect to AMIX. Press [Ctrl-B] to return to the draft comment.
5. Choose **Publish Comment** from the **Document** menu.

How to Revise a Comment

Once you have published a comment, you may wish to change what you have written. If so, you may revise the comment.

To revise a comment that you have previously published:

1. Select the comment from your Published Comments Index. (To get to this index, go to any Section of your Profile—Mailbox, Statement, or Resume—and press [F9] to display the Sections List. Select Published Comments Index from the list.) Or you may select it from the document's Comments Index.
2. Choose **Create Revision** from the **Edit** menu.

3. Revise the title or text of the comment.
4. If you are not online, connect to AMIX. Press [Ctrl-B] to return to the revised draft.
5. Choose **Publish Revision** from the **Document** menu. The previously published comment is automatically withdrawn.

How to Withdraw a Comment

Once you have published a comment, you may change your mind about it. Or the author of the document you comment on may revise it, making your comment obsolete. You may decide to withdraw it.

If you withdraw the comment, it remains in the Comments Folder, but it is labeled as a "Withdrawn Comment." Only customers who have previously read the comment will have continuing access to a withdrawn comment.

To withdraw a comment that you have previously published:

1. If you are not online, connect to AMIX.
2. Select the comment from your Published Comments Index. (See instructions in step 1 of *How to Revise a Comment*.)
3. Choose **Withdraw Comment** from the **Document** menu.
4. You are prompted to confirm your request. Select **OK** to withdraw the comment, or you may select **Cancel**.

Tutorial 5

Using AMIX Mail

About This Tutorial

This tutorial describes the AMIX electronic mail system. You will learn how to:

- Read your AMIX mail
- Navigate quickly from message to message
- Create and send a mail message
- Reply to a mail message
- Forward a mail message
- Archive mail

```
File Edit Navigate Online Mail Document Profile Display
Unsent Corresp                                     KS.AMX
"COR980.KSCHROEDER"                               Orig: Kevin Schroeder
  Messages folder
  Draft Memo                                     Kevin Schroeder

To: PWILLIAMS
Title: Brief Question

I purchased your document "New 401K Opportunities" and I have a brief
question. You mention that 401K accounts must be set up by a certain date.
If I miss that date, should I set up an IRA instead?

If this will take you a lot of time to answer, please send me a consulting
proposal with your price estimate.

F1:Help F5:Intro F6:Messages F7:Sub-topics F8:Access F9:Other
Mon Dec16 11:05am PST  KSCHROEDER                Online to AMIX $0.72
```

What is AMIX Mail?

AMIX mail is an electronic mail system that supports buying and selling activities on the AMIX Service. It allows AMIX

customers to exchange messages about consulting and other AMIX activities. It also allows you to send messages to Market Managers and Customer Support.

All AMIX mail (including consulting contracts) is private. AMIX does not examine mail unless requested to as part of the dispute resolution process.

Your Mailbox

Your Mailbox is a Section of your Profile. It lists all your incoming mail messages, as well as any mail messages you have sent.

Each time you connect to the AMIX host, your Mailbox is updated automatically to show all new mail that has been sent to you.

If mail is delivered to you while you are online to AMIX, the word **MAIL** appears on the status bar between the clock and your Account Name.

How to Read Your Mail

To view your Mailbox, choose **View My Mailbox** from the **Profile** menu.

To read a piece of mail, place the row cursor on the message you wish to read, then press [Enter] to download the message from the AMIX host. When you select a mail message:

- It is downloaded to your disk so you have a local copy that can be read.
- An asterisk (*) appears next to its entry in the list to indicate that it has been downloaded.

To step quickly through your mail messages:

1. Select any message to read.
2. While you are viewing the message, move the row cursor to the very top line of the screen.
3. Press [Ctrl-N] to display the next mail message or [Ctrl-P] to display the previous mail message listed in your mailbox.

There is another way to read mail messages that lets you move from one message to another in a sequence of related correspondence. This trail of related messages is called a **thread**. It consists of an initial message and replies made to it. To follow the thread in a correspondence trail:

1. Select a message to read.
2. While you are viewing the message, move the cursor into the Section or contents area of the message.
3. Press [Ctrl-N] to display the next mail message in the thread or [Ctrl-P] to display the previous mail message in the thread.

If you send out a Request to more than one consultant or Proposal to more than one seller, you will be able to see all the resulting message threads. However, the individual who responds to your message will be able to see only a single thread—his or her correspondence with you.

How to Create and Send a Mail Message

To create and send a mail message:

1. Choose **New Correspondence>** from the **Mail** menu.
2. From the submenu, choose either **Letter**, **Memo**, or **Announcement**. Your selection determines the label that your message receives.

3. The draft message form appears. Enter the shortname of the addressee, or use the **Address by Notebook** command on the **Mail** menu as a shortcut to send mail to people you have listed in your **Contacts Notebook**. You can address mail to:
 - An individual. Use the person's Account Name. Example: CNELSON
 - Several individuals. Separate the Account Names with commas. Example: CNELSON, TWONG
 - A group. Use the shortname of the group. Example: SUPPORT
 - A combination of individuals and groups. Example: SUPPORT, TWONG
4. Enter a title for your message. Then write the text of the message. Or import a text file using **Import File** from the **File** menu. (See *Tutorial 15: Importing and Exporting Files*.)
5. When the message is complete, connect to AMIX if you are not already online. (If you have to connect, press [Ctrl-B] to return to your message.) Then choose **Send Message** from the **Mail** menu.

CAUTION: Unlike documents (which can be unpublished) and comments (which can be withdrawn), mail messages cannot be "undone." Be very sure of the addresses and the content before you send mail.

How to Reply to a Mail Message

To send a reply to a mail message:

1. Display the message on your screen.

2. Choose **Create Reply** from the **Mail** menu. The submenu gives you a choice of sending your reply to **Sender Only** or to **All Recipients** of the message.
3. A draft message appears. Enter a title, then type the text of your message.
4. When the message is complete, connect to AMIX if you are not already online. Then choose **Send Message** from the **Mail** menu.

How to Forward a Mail Message

You can forward a mail message that you have received to another AMIX customer. However, currently you cannot add any text to the message before you forward it.

To forward a mail message:

1. If you are not online, connect to AMIX.
2. Select the mail message to display it on your screen.
3. Choose **Forward Message...** from the **Mail** menu.
4. Enter the Account Name of the person to whom you are forwarding the message, then choose **OK**.

TIP: The recipient of a forwarded message cannot tell who sent it. Therefore, it is a good idea to send an additional message to the recipient, informing him/her that a forwarded message is on its way. This limitation will be fixed in a future release.

Archiving Mail

Since you cannot delete messages from your Mailbox, you will always have access to every message you have sent and every message that has been sent to you. The storage burden, however, falls on the AMIX host, not your PC. When you decide that your Mailbox is too full, you can archive entries into the Archives Folder on the AMIX host.

To minimize the size of your local database, discard local copies of any mail messages that you do not want to store on your PC. This should be done before archiving.

To discard local copies:

1. Go to your Mailbox.
2. Highlight the message you wish to discard, then press [Enter] to select it.
3. Choose **Discard My Copy** from the **Edit** menu

To archive mail:

1. Connect to AMIX.
2. Go to your Mailbox.
3. Choose **Archive Entries...** from the **Online** menu.
4. In the resulting dialog, specify the date before which entries are to be archived.

Archived mail is always available to you through the Archives Folder of your Profile. To read archived mail:

1. Choose **View My Mailbox** from the **Mail** menu to view your mailbox.
2. Press [F9] (Other) to display the Sections list. Select the **Archives Folder Section**.
3. Your Archives Folder appears. Choose any Mail archive and press [Enter].
4. Select any message to read it.

If you previously discarded local copies of archived mail messages, you will have to connect to the AMIX host to download them again.

Tutorial 6

Publishing Your Resume

About This Tutorial

In this tutorial, you will learn:

- Why and when you must publish your Resume
- How to write and publish your Resume
- How to edit your Resume

```
File Edit Navigate Online Mail Document Profile Display
AMIX Profile--Dana Timbrook BB.AMX
"DTIMBROOK"
Resume
Nov02 05:38am
As Vice President of Operations and Administration for the American
Information Exchange Corporation, I am responsible for directing all
aspects of operations, customer support, financial and administrative
activities of the AMIX Service and the company as a whole.

Prior to joining AMIX, I worked for nine years with Arthur Young & Company,
and was a founding member of the Entrepreneurial Services Group consulting
with start-up and fast growth high technology companies in the San
Francisco Bay Area. My principal clients were in the computer software,
electronics, aerospace and service industries. Previous work experience
included Lockheed and Dayton-Hudson Corporations. I earned my MBA from
Santa Clara University and have been a CPA in the state of California since
1981.

I check my AMIX mail at least twice daily.

F1:Help F5:Resume F6:References F7:Pub'd comments F8:Works F9:Other
Mon Dec16 03:49pm PST BBERNARD Online to AMIX $0.21
```

Why publish your Resume on AMIX?

If you are browsing, buying documents, buying consulting, or sending private correspondence, you do not have to put any information in your Resume. However, once you choose to offer documents or consulting for sale, or publish comments or references on another customer's work, you must complete

and publish your Resume. It gives potential customers some idea of the background and qualifications that underlie the information for sale or the evaluation you have published.

You must complete and publish your Resume before you can do any of the following activities:

- Offer consulting services for sale
- Offer documents for sale
- Publish comments or references discussing the merit of a seller's work

A Model Resume

As a seller, your Resume is your principal marketing tool, an advertisement for your skills and expertise. As a publisher of a comment or reference, your Resume presents your credentials and establishes your credibility.

Your Resume should include, at minimum, your work experience and educational background relevant to your activities on AMIX. Consider including interests outside your main profession if you plan to be active in markets involving those interests. AMIX policy requires a minimum length of 15 lines. 30-60 lines are strongly preferred, including a summary within the first 15 lines.

As an aid to prospective consulting clients, indicate at the top of your Resume how often you check your AMIX mail.

Example: *I check my mail every business day.*

As with any Item you publish, your Resume should be factually correct. All representations are yours, not AMIX's.

How to Complete and Publish Your Resume

When you installed the AMIX Access software, an empty Resume Section was created for you. It is already in your Profile, which is published on the AMIX host. To complete the Resume, follow these steps:

1. Choose **View Resume For> Me** from the **Profile** menu. Your empty Resume is displayed.
2. Choose **Create Revision** from the **Edit** menu. This creates a draft that you can write and edit.
3. Type your Resume information from the keyboard, or use **Import File** on the **File** menu to import an ASCII text file. (While the revision of your Resume is in draft, you can retrieve it by choosing **View Draft Sections** from the **Edit** menu, then selecting and viewing the draft.)
4. When your Resume is complete, choose **Connect** from the **Online** menu.
5. To retrieve your revised Resume draft, choose **View Draft Sections** from the **Edit** menu and select your Resume draft.
6. Choose **Publish Revision** from the **Document** menu.

Your Resume is now published and available for others to view. You are entitled to publish comments or references, list yourself as a consultant, or publish documents. You can revise your Resume at any time.

Tutorial 7

Buying and Selling Consulting

About This Tutorial

On AMIX, you may be a buyer or a seller of consulting services, or you may play each role at different times. This tutorial will acquaint you with the principles and procedures for buying and selling consulting on the AMIX Service.

Introduction

The AMIX Service facilitates "mini-consulting": fast, expert answers to everyday business and technical questions. Until now, the overhead involved in a consulting relationship made this type of consulting too expensive. Using the AMIX Service, consultants and clients can make contracts for amounts never profitable before, starting at levels under \$100. The AMIX consulting process is designed for small contracts: from \$1 up to a maximum of \$2000 per contract.

Consulting correspondence on AMIX is modeled on standard business correspondence, with some modifications to take advantage of the computer's power. These include the following:

- Payments are made automatically in accordance with the contract terms, simplifying accounting, billing, and collections.
- Final delivery dates are enforced.
- By requiring each consulting message to be sent as a Reply to the previous message, the AMIX process eliminates correspondence "crossing in the mail."

How AMIX Consulting works

An AMIX customer with a specific business or technical question or problem connects to the AMIX Service to find an answer. He or she navigates to the Market on the subject of interest and browses the documents for sale there. If the documents do not provide a complete solution, the prospective client presses [F9] and selects **Consultants Index** to view the list of consultants in this Market.

The customer may prescreen the various consultants by reading their Resumes, their Works Indexes (which list any documents they have published on AMIX), and References or Comments on their previous work. Or, the customer may choose to send a Request now and screen the consultants later, after seeing which of them are interested in this contract.

The customer begins the consulting process by sending a Request to buy consulting services, addressed either to all the consultants in the Market, to a subset of them, or just to one who looks best for the job. Private messages are exchanged between the customer and one or more prospective consultants. Negotiations continue until acceptable terms are found, at which time the contract is "signed." The results of the consulting work are delivered, completing the contract.

Alternatively, the consulting process can be initiated by a consultant, who sends a Proposal to sell consulting services to one or more potential clients. Later steps are identical to the client-initiated process.

The menu choices available to the parties show which alternatives are possible at each step. These include commands enabling them to renegotiate terms if necessary, or to make a refund or bonus payment.

As always on AMIX, a confirmation dialog box appears before any commitment is made to pay money or do consulting

work. This helps prevent errors and enables customers to explore AMIX features freely.

All consulting messages, both those you send and those you receive, are listed in your Mailbox. To view all the messages about one contract, press [F6] while viewing any one of them. You will be shown the Messages folder for that contract, listing all the relevant messages. For information about your Mailbox and reading mail, see *Tutorial 5, Using AMIX Mail*.

All AMIX mail (including consulting contracts) is private. AMIX does not examine mail unless requested to as part of the dispute resolution process.

The AMIX Consulting Message Screen

All consulting messages are variations on this basic format:

```
File Edit Navigate Online Mail Document Profile Display
AMIX Consult--Executive suites market research needed      BB.AMX-
"CNS24290.CGRAY"                                           Orig: Chris Gray
  Messages folder
    #2 Discussion--Offer:I've done these before           By: Barbara Bernard
                                                         Sent: Dec04 5:00pm
To: CGRAY
In reply to: Request--Executive suites market research Expires:12/08/91 5:00pm
TERMS  AGREEMENT DELIVERY ACCEPTANCE TOTAL DELIVERY DUE BINDING?
Buyer:  $100.00 + $100.00 + $100.00 = $300.00 1/08/92 5:00pm No
Seller:  $100.00 + $100.00 + $300.00 = $500.00 1/08/92 5:00pm Yes

I have done searches like this in the past. For example, I prepared a
report on the market for large office building space in downtown Denver a
while ago (dismal).

I can meet your deadline with no problem, but the cost of the search will
be a bit higher. I'm assuming you want answers to all the questions in
your Request. If you'd rather, I can just start with the most important
and stop when your budget limit is reached. Then you can see my report and
decide whether to continue. In that case, just let me know in which order

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
Thu Dec05 11:42am PST BBERNARD Online to AMIX $0.40
```


At the top of each screen are the title and sender's name for the first message in the correspondence, and just below are the title and sender's name for the message currently being viewed.

Next is the address line, showing to whom the current message was sent. Consulting messages can be sent to one individual, to a series of individuals, or to named groups, such as all consultants listed in a particular market (e.g., SMALLTALK).

Below are the terms of the contract under discussion. At the top of this section are blanks for generic terms; below is a text space for other terms, including a description of the work to be delivered.

The generic terms section displays up to three lines of proposed terms, depending on the stage of negotiations, with the last line showing the most recent suggested terms or offer.

The first column shows who sent the message that suggested the terms on that line: the client (labeled Request or Buyer) or the consultant (labeled Proposal or Seller). Once a contract has been "signed" by both parties, the terms will be displayed on a line labeled "Agreement" in this column.

The next three columns show how the sender of the message proposes that the consulting fee be paid. The entire fee can be paid at one time, or it can be split up among three possible payment times:

AGREEMENT

This amount will be paid as soon as both parties have agreed—explicitly or implicitly—to the same set of contract terms. It is paid by the client "up front," before work is begun.

DELIVERY

This amount will be paid by the client automatically when a Delivery is made, after the contract is in place.

ACCEPTANCE

This amount will be paid when the Delivery is accepted by the client. Consulting work done using this payment term is done "on approval" or "on spec."

These three payment amounts add up to the amount automatically listed in the TOTAL column.

Next is shown the date by which the message's sender proposes that the final delivery be made: DELIVERY DUE.

The last column indicates whether each message is a binding Offer ("Yes") or not ("No"). Messages marked "No" in the Offer column are nonbinding suggestions, put forward as part of a discussion of terms. They do not constitute part of an agreement or signed contract. Those marked "Yes" are binding Offers, constituting a contract "signed" by the sender.

Below the dollar and date terms is a text area that contains additional terms of the contract currently under consideration. These include a description of the question(s) to be answered or work done, any interim deliverables due before the final due date, and any requirements to be fulfilled by the client, such as the provision of information needed by the consultant to complete the work. While the AMIX Access software cannot automatically enforce these text terms, they are just as much a part of a contract as the dollar and date terms above and are enforceable, if necessary, through the AMIX dispute resolution process.

This text area can also be used to simply send information back and forth between the parties, separate from formal offers and deliveries.

Agreements (Contracts)

As in business correspondence sent by paper mail, the consultant and client can agree on a contract in two ways: *explicit agreement* and *implicit agreement*. The AMIX consulting process handles both of these business negotiation pathways:

- **Explicit Agreement:** the Agreement can be a distinct, separate step in the negotiation process, equivalent to a paper contract signed by both parties. An Agreement command is available (on the Mail menu under **Create Reply >**) for this purpose and can be selected at any appropriate stage of negotiation.
- **Implicit Agreement:** To save time, most non-AMIX business interactions do not require a distinct paper contract signed by both parties. The agreement between the parties is implicit in the correspondence exchanged. On AMIX, when a seller receives an Offer, he or she may choose simply to make a Delivery on the same terms. In this case, the Agreement is implicit in the Delivery.

Types of Consulting Messages

A new consulting contract is initiated by choosing **New Consulting** from the Mail menu. There you select from two choices:

Request (Buy)

This command is used to send a request to buy consulting services.

Proposal (Sell)

This command is used to send a proposal to sell consulting services.

Either of these messages can be sent to one individual, to a list of individuals, to a named group, or to a market (which includes all the consultants listed in the market).

In addition to the terms described above, the Request and Proposal messages include two additional contract terms:

Closing date

The date after which you will not start negotiations with new parties. This can be considered a "Reply by" date.

Maximum Number of Contracts

Usually, you will want to make only one contract per Request or Proposal. There may be times when you want a second opinion on an important matter, or when you are proposing to sell identical services to multiple clients. In those cases, change the Maximum Number of Contracts from 1 to the number of contracts you desire.

Once a negotiation has begun with a Request or Proposal, each following message is sent as a Reply to the previous one, and is sent to only one account name (JSMITH) rather than to a group (SMALLTALK). Choose **Reply** on the **Mail** menu and select from among the messages possible at that stage of negotiation:

Discussion

This command generates the standard message type used for negotiations. You may send a nonbinding message discussing suggested terms for the contract (Offer column not checked "Yes"), or you may send a binding Offer, your half of a signed contract (check "Yes" in the Offer column to make your message a binding Offer).

This message type is also used after a contract is made, either to exchange additional information or to suggest changes in the existing contract.

End Negotiation

This message is available before the contract is made and is used to decline requests and proposals, or to break off negotiations. It is considered good business practice to indicate in the message why the negotiations are being ended. (This courtesy is not necessary when declining an unsolicited Proposal.)

Agreement

This message is used in replying to an Offer and explicitly agrees to a contract. It is used by both clients and consultants who want to agree to an Offer. It is used by consultants who want to make a firm contract but are not yet ready to deliver results. Sending this message triggers payment of the dollar amounts in the contract which were listed as on "Agreement." (These amounts are paid, together with any on "Delivery" amount, when an implicit agreement is made instead.)

Delivery

Consultants use this message type to deliver the *final results* of their work under the current contract. (It should not be used to send interim results.) Sending this message triggers payment of the dollar amounts in the contract which were listed as on "Delivery."

Termination

This message type is available to terminate an agreed-upon consulting contract. It prevents all further stages in the consulting process, with the exception of making a refund or giving a bonus. It is used only when there are serious problems in the consulting transaction. (See *Solving Consulting Problems* later in this tutorial.)

After the final Delivery is made, messages can still be sent regarding optional monetary transactions. If a dollar amount

was listed in the contract as being "On Acceptance," the client can indicate whether this payment should be made:

Acceptance

This message triggers payment of the "On Acceptance" amount immediately.

Refusal

This message refuses the Delivery and prevents payment of the on "Acceptance" amount. The consultant can make additional Deliveries in an attempt to satisfy the client and earn this amount.

Note: if neither message is sent within 30 days, payment of the on "Acceptance" amount is made automatically.

Bonus/Refund

At the end of the consulting process, either party may suggest a bonus or refund payment. This can be regarded as a separate negotiation process, carried out as in the main contract, with Offers, Agreements, and most of the other options outlined above. Only one refund or bonus can be made per contract.

Examples of the AMIX Consulting Processes

Here we give two examples of AMIX consulting:

- Example 1: Short-Cut consulting. A fast, streamlined contract fulfilled by a consultant known to the client.
- Example 2: Standard consulting. A longer, more complex contract between parties new to each other.

Short-Cut Consulting: an Example

In this example, we assume that say you have previously purchased consulting on the AMIX Service and want more

information from a consultant whose work you know well. Your question is one that you think the consultant can answer easily, and you have no desire to shop around for another consultant. Long negotiations are not necessary; you just want an answer right away. In this case, only two messages are needed to complete the entire contract:

- A binding Request by the client.
- A Delivery from the consultant.

To start the process, you as the client do the following:

1. Choose **New Consulting** on the Mail menu. Choose **Request (Buy)**.
2. Address your Request by filling in the Account Name of the consultant. If you don't know it, you can find it by returning to the Consultants Index where the consultant is listed. Or, if you have Remembered it to your Contacts Notebook, you can use the **Address by Notebook** command.
3. Fill in the Title of your message. The message will be displayed in the consultant's mailbox as "Request: Title."
4. Fill in the Closing Date. This is the date by which the consultant must respond to your initial Request.
5. Since you want an answer from only one consultant, leave the Maximum Number of Contracts field (displaying 1) unchanged.
6. Fill in the amounts of money you will pay at the three possible payment stages: on Agreement, on Delivery, and on Acceptance. They are totalled automatically. Since you want a simple contract, with no extra steps, leave the on "Acceptance" amount blank.

7. Fill in the Delivery Due date, by which you want the Delivery from the consultant.
8. If you are sure you are ready to make a contract according to these terms, check "Yes" in the "Binding?" column by pressing the [space bar]. Checking this box makes this message into a draft Offer and is equivalent to signing the contract, but you are not committed to the contract until the draft Offer is sent. (An analogy: you can sign a paper contract in your office, but this has no effect until you mail it to the other party for his or her signature as well.)
9. In the text area below, explain your question and give any information the consultant will need from you in order to do the work. Put in any additional conditions on the contract. This section can be as long as needed. These steps (2-9) are illustrated in the following figure (which shows the message as it looks after it has been sent):

File Edit Navigate Online Mail Document Profile Display

CG.AMX

AMIX Consult--Executive suites in Palo Alto? Orig: Chris Gray
 "CNS31130.CGRAY"
 Messages folder
 #1 Request--Offer: Executive suites in Palo Alto? By: Chris Gray
Sent: Dec07 5:58pm

To: BBERNARD
 Request Closing Date: 12/14/91 5:00pm Maximum Number of Contracts : 1

TERMS	AGREEMENT	DELIVERY	ACCEPTANCE	TOTAL	DELIVERY DUE	BINDING?
Request: \$0.00	+ \$100.00	+ \$0.00	= \$100.00	1/08/92 5:00pm	Yes	

I've been reading your documents in the "Business Advice: Real Estate" market and it's clear that you know what's going on in Bay Area business real estate.

Here's my situation. I am just starting to look into the idea of opening a set of 20 executive suites (full-service offices for individuals and very small companies) in the Palo Alto area. What I'm looking for from you are answers to two questions: (1) what is your gut feel on whether this makes sense? and (2) how much of an effect do economic conditions have on this kind of business? My impression is that this industry is growing even

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other

Sat Dec07 5:58pm PST CGRAY Offline

10. Look over the contract to make sure you are satisfied with it. If not, change the terms, or tab to the "Binding?" column and press the space bar to change your draft Offer to a nonbinding message.
11. If you are offline, connect to AMIX. Press [Ctrl-B] (Back) to display your Request, or retrieve it from your Draft Sections Notebook.
12. Choose **Send** from the **Mail** menu. You will be shown a confirmation dialog box which explains the results of sending this draft Offer. If these are satisfactory, tab to the "OK" button and press [Enter]. Your Offer has now been sent.

The consultant sees your Request listed in his or her Mailbox, and does the following:

1. Upon reading your Request, the consultant decides to fulfill it immediately. The terms of the Offer are satisfactory as is. The consultant chooses **Delivery** under **Reply** on the **Mail** menu.
2. The consultant types the answer to your question in the text area below. This step is illustrated in the following figure.

AMIX Consult--Executive suites in Palo Alto?

Orig: Barbara Bernard

"CNS20625.BBERNARD"

Messages folder

#2 Delivery--I would say yes, with reservations

By: Chris Gray

Sent: Dec08 2:29pm

To: CGRAY

In reply to: Request--Offer:Executive suites in Palo Alto?

TERMS	AGREEMENT	DELIVERY	ACCEPTANCE	TOTAL	DELIVERY DUE
Agreement:\$0.00	+ \$100.00	+ \$0.00	= \$100.00	1/08/92	5:00pm

Here is my delivery.

It's an interesting idea. This kind of space is probably going to be in continuing demand over the next few years in that part of Silicon Valley, regardless of the state of the economy.

HOWEVER: It's important to consider the location within Palo Alto, and the level of services you're offering. Some parts of Palo Alto are now just too expensive to consider, such as the University Ave. area. Also, I would say the trend is away from the high-level service suites to a more spartan

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
 Sun Dec09 2:33pm PST BBERNARD Online to AMIX \$0.50

3. The consultant connects to AMIX if necessary, and with the draft Delivery displayed on the screen, chooses Send on the Mail menu. A confirmation dialog box appears, explaining the results of this action. The consultant [Tabs] to the "OK" button and presses [Enter]. The Delivery is sent, and both the on "Agreement" and on "Delivery" amounts are paid.

In this example of short-cut consulting, the contract is successfully concluded in only two messages. The Agreement is implicit in the combination of a binding Offer and a Delivery made on the same terms.

Standard Consulting: an Example

In this example, we assume that you want an answer to a question but don't know who on AMIX has the answer. Instead of using the short-cut procedure above, you want to negotiate with more than one potential consultant. Here is an

example of a consulting interaction with multiple prospective consultants and multiple rounds of negotiations.

As the client, you do the following:

1. Navigate to the market in which consultants on the subject of interest are listed. Note the shortname of this group of consultants; you can either write it down or Remember it into your Contacts Notebook.
2. Compose and send a Request as in the short-cut example above, with the following differences:
 - Address the Request to as many individuals and groups as you wish.
 - If you want more than one answer, fill in the desired number of contracts in the Maximum Number of Contracts field.
 - You may fill in an amount to be paid on Acceptance. This will add a step after the Delivery, when you approve or stop payment on this amount.
 - *Most important:* Do not check the "Yes" box under the "Binding?" column. You are not yet ready to make a binding Offer. At this early stage, you are sending out a Request for discussion purposes only and are not ready to make any payments.

This step is illustrated in the following figure.

```
File Edit Navigate Online Mail Document Profile Display
AMIX Consult--Executive suites market research needed      CG.AMX
"CNS24290.CGRAY"                                           Orig: Chris Gray
  Messages folder
    #1 Request--Executive suites market research needed    By: Chris Gray
                                                         Sent: Dec04 9:08am
To: BBERNARD
Request Closing Date: 12/08/91 5:00pm Maximum Number of Contracts : 1
TERMS      AGREEMENT DELIVERY  ACCEPTANCE TOTAL  DELIVERY DUE  BINDING?
Request: $100.00 + $100.00 + $100.00 = $300.00  1/08/92 5:00pm  No

I would like some market research done by a database searcher on the
subject of the Executive Suites industry. That's the most standard term
for renting offices to a number of individuals and very small companies,
all of which share services such as copying, phone answering, etc.

The question I am trying to answer is: does it make sense to start such a
business now in the Palo Alto, California, area? Here are the kinds of
things I'd ideally like to know: is demand for this kind of office space
increasing in general (nationwide, statewide, or locally), how much does
such demand depend on current economic conditions, are there chains or is

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
Wed Dec04 9:09am PST CGRAY Online to AMIX $0.88
```

Each consultant in the markets addressed receives your nonbinding Request, reads it, and sends a reply with his or her own suggested terms. Some of these will be sent as binding Offers, others as nonbinding messages for discussion purposes only. This step is illustrated in the following figure.

AMIX Consult--Executive suites market research needed Orig: Barbara Bernard

"CNS24290.BBERNARD"

Messages folder

#2 Discussion--Offer:I've done these before

By: Barbara Bernard

Sent: Dec04 5:00pm

To: CGRAY

In reply to: Request--Executive suites market research Expires:12/20/91 5:00pm

TERMS	AGREEMENT	DELIVERY	ACCEPTANCE	TOTAL	DELIVERY DUE	BINDING?
Buyer:	\$100.00	+ \$100.00	+ \$100.00	= \$300.00	1/08/92 5:00pm	No
Seller:	\$100.00	+ \$100.00	+ \$300.00	= \$500.00	1/08/92 5:00pm	Yes

I have done searches like this in the past. For example, I prepared a report on the market for large office building space in downtown Denver a while ago (dismal).

I can meet your deadline with no problem, but the cost of the search will be a bit higher. I'm assuming you want answers to all the questions in your Request. If you'd rather, I can just start with the most important and stop when your budget limit is reached. Then you can see my report and decide whether to continue. In that case, just let me know in which order

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
 Thu Dec05 11:42am PST BBERNARD Online to AMIX \$0.40

You as the client do the following:

3. Read all of the responses in your Mailbox. Compare the terms and (if you like) read the Resumes and other information available on AMIX about each candidate consultant.
4. Reply to each message you have received, by sending one of the following message types:
 - Discussion with binding terms (Offer)**

Send this message to consultants from whom you want answers. Make sure the terms are ones you are satisfied with. This message is equivalent to a signed contract.
 - Non-binding discussion**

Send this message if you are not ready to sign a contract, but want to pursue negotiations.
 - Agreement**

When you receive an Offer that is acceptable, you send an Agreement message in response, triggering the payment of the "On Agreement" amount (if any).

End negotiation

Send this message to consultants with whom you no longer want to negotiate. If possible, explain why: "Fee too high," "Proposed delivery too late," etc.

This step, with an Agreement message, is illustrated in the following figure.

```
File Edit Navigate Online Mail Document Profile Display
AMIX Consult--Executive suites market research needed      CG.AMX
"CNS24290.CGRAY"                                           Orig: Chris Gray
Messages folder
#3 Agreement--Yes, go ahead with the entire search         By: Chris Gray
                                                             Sent: Dec05 11:58am
To: BBERNARD
In reply to: Discussion--Offer:I've done these before
TERMS  AGREEMENT DELIVERY  ACCEPTANCE  TOTAL    DELIVERY DUE
Agreement:$100.00 + $100.00 + $300.00 = $500.00  1/08/92  5:00pm

I agree to your offer of these terms.

Let's go ahead. Contact me with any questions, either here or by phone at
415-324-2490.

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
Thu Dec05 12:04pm PST  CGRAY Online to AMIX $0.94
```

This cycle of correspondence continues, with binding Offers and nonbinding messages being exchanged. If the negotiations with a consultant are not going well, either party can send an End Negotiation message to stop further correspondence.

After each contract is "signed"—the same terms have been accepted as Binding by both parties—the consultant can Deliver results and get paid the on "Delivery" amount. The consultant's delivery is illustrated in the following figure.

AMIX Consult--Executive suites market research needed Orig: Barbara Bernard
 "CNS24290.BBERNARD"
 Messages folder

#4 Delivery--Report on Executive Suites

By: Barbara Bernard
 Sent: Jan08 12:21pm

To: CGRAY

In reply to: Agreement--Yes, go ahead with the entire search

TERMS	AGREEMENT	DELIVERY	ACCEPTANCE	TOTAL	DELIVERY DUE
Agreement:	\$100.00	+ \$100.00	+ \$300.00	= \$500.00	1/08/92 5:00pm

Here is my delivery.

As you expected, the data available range from local to state-level to nationwide. Each part of this report is divided that way also. You'll see right away that the local numbers are better than the national ones.

TABLE OF CONTENTS

Part I. Growth rates in the Executive Suites Industry

A. Local: Bay Area vacancy rates, new construction starts

F1:Help F5:Intro F6:Messages F7:Subtopics F8:Access F9:Other
 Wed Jan08 12:29pm PST BBERNARD Online to AMIX \$0.09

If any amount was listed as "On Acceptance," you as the client will need to make a decision on whether to pay that amount. To communicate your decision, select either **Acceptance** or **Refusal** from the **Reply** menu while viewing the last message in the correspondence (usually the **Delivery**). If after 30 days you have not indicated a decision, the amount will be paid automatically.

How AMIX Handles Late Deliveries

Given the percentage of consulting contracts done outside AMIX that are completed behind schedule, it would be unrealistic for the AMIX Access software to block all late deliveries. Instead, deliveries may be made late as long as the consultant agrees to one condition: any payment amounts that were to have been paid automatically upon **Delivery** are converted to amounts to be paid "On Acceptance." The client gets 30 days to evaluate any late Deliveries and may stop payment during that period.

If the client does not want to see any late delivery on a

If the client does not want to see any late delivery on a contract—even under these favorable conditions—he or she may Terminate the contract once the Delivery Due date is past.

Solving Consulting Problems

Whether they are carried out inside or outside AMIX, consulting arrangements can run into snags. The AMIX consulting process includes four ways for customers to recover from these situations.

Renegotiation

Prior to the Delivery Due date, a consultant may find that a consulting task is taking longer or costing more than expected. He or she can send a message to the client, suggesting a replacement contract with a later deadline or a higher fee. The Discussion message is used for this purpose.

Clients may also use this feature when they find they need a delivery sooner than anticipated, or when other contract terms are no longer satisfactory. Unless new terms are agreed to by both parties, the original contract remains in force.

Refunds and Bonuses

Either of these adjustments may be suggested by either party. For example, after a contract is completed, a client who is dissatisfied can suggest that a full or partial refund be made. Refunds can also be offered by consultants who feel that their work was not all it should have been. Consultants can suggest a bonus if they feel their work was above and beyond that called for in the contract, or if their expenses were unexpectedly high.

Bonuses and refunds can be made only after all contract terms have been satisfied or a contract has been terminated. In addition, bonuses and refunds are made only when both parties agree to their terms.

Termination

This message blocks additional action on AMIX with respect to an existing contract. Deliveries cannot be made, and no additional payments are transferred, with the exception of bonus/refund amounts later agreed to.

When one party has violated the terms of a contract, the other party may Terminate the contract. For example, a client might do this when a consultant is late with interim results, and the client wants to prevent a final Delivery.

A consultant would use this message when, perhaps due to illness, he or she is completely unable to perform the contracted work and must break the contract. Since a refund cannot be given in the middle of the consulting process, the consultant can Terminate and immediately send a Refund offer for any amounts already paid by the client.

IMPORTANT: Sending a Termination message does not relieve either party of the requirements of a consulting contract.

Dispute Resolution Procedure

If the above methods fail to resolve a disagreement between AMIX customers, either of them may initiate the AMIX Dispute Resolution Procedure. This is a simplified, streamlined arbitration-style process by which AMIX customers agree to abide when they sign their AMIX Customer Agreement. See the *Appendix E*:

Dispute Resolution for details. If a dispute reaches the arbitration stage, there will be a standard fee (specified in "AMIX Policies and Prices" online) assessed and paid by one of the parties as specified in the arbitrator's decision.

Tutorial 8

Creating a Document for Sale: Basic Techniques

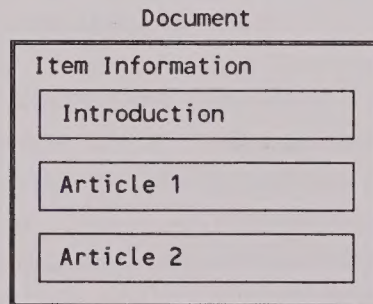
About This Tutorial

In this tutorial, you will learn how to perform all the steps required to create and publish a basic document for sale on the AMIX Service. A "basic" document is one for which the Author and Publisher are the same person.

An Overview

Once you have published your Resume, you may create a document for sale and list it on AMIX in the market(s) of your choice. Remember: "document" is the general name for any prepackaged information that you offer for sale. It can be text, graphics/sound/template files, or software.

A document is made up of the Item information, an Introduction, and one or more Articles that comprise its contents.



The basic steps in creating a document are as follows:

- Create the document Item.
- Create the Articles that make up the document.
- Upload the document and articles to the AMIX host.
- Publish the document so it is available through your Works Index.
- List the document for sale in the Documents Index of one or more markets.

Note: The last three steps can be performed separately or combined.

- If you publish a document, it is automatically uploaded as well.
- If you list a document, it is automatically uploaded and published as well.

Creating the Document

You can be either online or offline when you create a document. As you move from step to step, AMIX Access will prompt you to save each Section. You may also save at any time by choosing **Save Section** from the **File** menu.

1. Select **New Document** from the **Document** menu.
2. Fill in the Item Information: Item, Title, Shortname, Price, Payment Terms. Use [Tab] to move from field to field. (See *Notes* at the end of this tutorial for descriptions of the Item Information fields.)

The Note field is reserved for a feature in a future release. Leave it blank.

3. Press [F5] to display the **Introduction** Section. Press [Tab] to move the cursor into the contents area. In this Section, write the Introduction that will describe your document to prospective buyers. Every document *must* have an Introduction in order to be

published. (See *Notes* at the end of this tutorial for more information on writing the Introduction.)

4. Now create the Article(s) that make up the document. For each article, select **Create Article** from the **Document** menu, then the article type from the submenu: **Text**, **Embedded File**, **Graphics**, or **Sound**. Enter a title for the article, then enter text from the keyboard, or use **Import File** on the **File** menu to import ASCII or binary files. (Graphics and sound files can be imported but not displayed or played by the current AMIX Access software.) (See *Notes* at the end of this tutorial for more information on writing the Articles.)

At this point, a link to your document is placed automatically in your **Draft Items Notebook**. Links to each article are placed in your **Draft Sections Notebook**. If you want to stop at this point, you can use these links later to retrieve your draft document for further editing.

Notes on Item Information:

Title	The title is an important part of your document. A good title is descriptive of the document contents and is written to attract buyers. If possible, create a title that fits within the Title column of a Documents Index (25 characters).
Shortname	The shortname is an abbreviated title. It provides a name you can refer to in correspondence, and it allows anyone to locate the document quickly with the Find command. The shortname can have up to 15 characters; no spaces are permitted. Other characters not permitted are "." ",", "_", and "@".

Price	The maximum allowable price for a document is \$500. This limit is enforced by the AMIX host software.
Terms	On Delivery automatically generates payment to you when the document is delivered to the buyer. On Evaluation does not generate payment until the buyer has received and "approved" the payment. Highlight the option you want and press the [space bar] to select it.

Notes on the Introduction:

A potential buyer can read your document Introduction without buying the document. Therefore, it is important to write an Introduction that is complete, accurate, and that helps you sell the document to the buyer. Consider the Introduction an advertising piece for your document.

Describe the document's contents carefully and completely. If your document includes formatted files, such as a graphics, sound, spreadsheet, or word processor file, explain this to the buyer and specify which software application will be needed to view and use the file.

If your document includes an embedded file, state in the first screen of the Introduction what level of virus checking you have done or feel might be necessary. **AMIX accepts no responsibility for virus checking.**

Include a copyright notice in the Introduction. The correct format is:

(c) [year]. [name of copyright owner]. All rights reserved.

Example: (c) 1991. James Smith. All rights reserved.

Notes on the Articles:

The AMIX text editor is not intended to be a full-featured word processor. Its performance slows significantly when a text file reaches 5K (approximately 6 screens of text). For this reason, we recommend that you prepare and edit your text articles in your favorite word processor, save them as ASCII files, then use the **Import File** command on the **File** menu to bring them into your document.

Listing the Document

Once you have created the document, the next step is to list it for sale in one or more markets.

Your first task is to select the market where your document belongs. You will probably have a market in mind before you create your document, but it is advisable to review it carefully before listing the document.

Read the market Introduction that presents the purpose of the market, written by the Market Manager, to see whether your document would be an appropriate listing. If any competing documents exist in the market, read their Introductions. Read comments made by purchasers of other documents in the market to see what they found to be important or irrelevant.

Once you are satisfied that you have found the right market for your document, you are ready to publish it and list it for sale. (You must be online to AMIX to do this.)

When you publish your document by choosing **Publish Document** from the **Document** menu, AMIX gives you the opportunity at that point to list the document in a market.

To publish and list your document, follow these steps:

1. If you are offline, connect to AMIX. Then display your document Introduction. To do so, choose **View Draft Items** from the **Edit** menu and select the desired document.
2. Choose **Publish Document** from the **Document** menu.
3. A message appears, advising you of the benefits and responsibilities of publishing a document. Choose **Proceed**.
4. The document is published and a link to it is placed in your Works Index. A message asks whether you want to list the document in a market at this time. Press [Enter] to choose **Yes**.
5. The screen is split in half, and your document is placed in the lower half. AMIX Top appears in the upper half. Navigate to and select the market you wish to list the document in. This will display the market's Documents Index in the top workspace.
6. Choose **List Lower in Upper** from the **Online** menu, then verify. This action lists your document in the market displayed in the top workspace. Listing your document creates a two-way link: from your document to the market, and from the market to your document.
7. If you wish to list the document in additional markets, select a different market, then repeat step 6.
8. Choose **Expand Workspace** from the **Display** menu to restore your screen to a single work area.

Now your document is listed in a market and accessible to the public.

Adding a Listing Later

If you wish to list your published document in another market at a later time, follow these steps:

1. If you are offline, connect to AMIX. Then display your document Introduction. To do so, choose **View Works For> Me** from the **Profile** menu and select the desired document.
2. Choose **Shrink Workspace** from the **Display** menu. This splits your screen in half and puts your document in the top workspace.
3. Choose **Swap Workspaces** from the **Display** menu. This puts your document in the bottom workspace.
4. Choose **Select Upper** from the **Display** menu to make the top workspace active.
5. Navigate to and select the market you wish to list the document in. This will display the market's Documents Index in the top workspace. **TIP:** It may be easier to find your market if you press [Ctrl-T] to go directly to AMIX Top. Then you can navigate to the desired market.
6. Follow steps 6-8 from the previous section.

Legal Aspects of Publishing a Document

Publishing a document is a step that brings with it certain rights and responsibilities. For a description of these, see *Appendix B: AMIX Customer Agreement* (also available online in the **AMIX Support, Policies, Prices** Topic) and *Appendix D: Seller/Publisher Policies*.

When you publish a document on AMIX, you warrant that you have the copyright needed to do so.

Also, when someone purchases your document, you retain the copyright as publisher. There is no transfer of copyright to the buyer, unless that transfer has been negotiated between you.

Tutorial 9

Creating a Document for Sale: Advanced Techniques

About This Tutorial

This tutorial covers advanced techniques for creating and publishing a document for sale on the AMIX Service. It is written for all parties that might be involved in creating, editing, and publishing a document together. You will learn how to:

- Upload a document to the AMIX host without publishing it
- Make a document accessible to other authors and editors
- Revise the document before publishing

Multi-Party Publishing

Under some circumstances, the author and publisher of a document can be different people, or more than one person may need to revise the document. For example:

- An Editorial Assistant or Editor working with an author or publisher.
- Co-authors of a document collaborating on a publication.
- The coordinator of a customer service organization responsible for a group of subordinates authoring certain articles.

(For a description of the various access roles and rights, see *Access Control* in *Chapter 4: Reference*.)

In these cases, there are additional steps that must be followed. Some of the steps described below are optional,

depending on how many people are involved with the document. The person who initiates each step is indicated.

1. **Publisher:** Follow steps 1-3 in *Tutorial 8: Creating a Document*.
2. **Publisher:** Then, instead of listing the document in a market, connect to AMIX and upload the document to the AMIX host by choosing **Upload** from the **Document** menu. The document is now a "private AMIX document" residing on the host. It will be listed in the publisher's Works Index, but is not viewable by the public.
3. **Publisher:** Add access for an author, co-authors, editors, or editorial assistant so they have the right to change the document. Choose **Add Access** from the **Online** menu. (At this point, the Public still has no access to the document, since it has not been published.)
4. **Publisher:** Send correspondence to the authors/editors alerting them to the document's availability and informing them of its shortname. They will now be able to find it and edit it.
5. **Author:** Connect to AMIX and retrieve the document. There are two ways to do this:
 - 1) Use **Find Item** on the **Navigate** menu. Search for the document's shortname assigned by the publisher.
 - 2) Go to the publisher's Profile. Navigate to the publisher's Works Index, then select the document. (The author can see the listing because access has been granted.)
Retrieve a copy of each Section you intend to work with: the Introduction, the Articles, etc.

6. **Author:** Create a revision to any existing Section that you want to edit. Use **Create Revision** on the **Edit** menu.
7. **Author:** Create new articles using **Create Article** on the **Document** menu. Enter text from the keyboard, or use **Import File** on the **File** menu to import ASCII text or binary files, depending on the type of article created.
8. **Author:** Upload the revisions. Connect to AMIX and send each revised Section using **Upload** on the **Document** menu. This enables all responsible parties to view and edit the document. (*Note:* Since this is still a private AMIX document, uploading will NOT publish the document.) Advise the publisher that revisions have been made and the Proof article is available for review.
9. **Editor or Editorial Assistant:** Repeat steps 5, 6, and 8. Check that the Introduction has been completed. Connect, display the updated original on the host, create a revision, edit, and use **Upload** to send your revisions to the host. Advise the publisher that revisions have been made.
10. **Author:** If not yet satisfied, create a revision and edit the document. Then choose **Release** from the **Document** menu to release the document to all responsible parties for their viewing and (optional) additional edits. Parties continue editing until the draft is satisfactory.
11. **Publisher or Author:** Publish the document and list it for sale in one or more markets. Follow the instructions on publishing and listing the document in Tutorial 8. This publishes the document and grants access to the Public.

12. Alternate: If the document is meant for limited readership, use **Release** instead of **Publish**. Now all those listed with any level access, including ReadOnly, can see it.

Tutorial 10

Creating Footnotes for Your Document

About This Tutorial

In this tutorial, you will learn how to add footnotes to a document that you publish on AMIX.

Why Add Footnotes?

You may wish to add one or more footnotes to your document, just as you would if you were publishing a book or article on paper. Footnotes point to other AMIX documents or resumes that are related to yours in some way. For example:

- Other documents of yours (or other authors) on which this document is based.
- Resumes of those AMIX customers who have influenced the author.
- Resumes of those AMIX customers who are being recommended by the author (referrals).

Adding a footnote creates a two-way link between your document and the footnoted Item. The Item appears in your Footnotes Index, and your document appears in its Citations Index.

NOTE: You will need to explain in the text of your document what each footnote means. The Footnotes Index is only a list of pointers; you cannot type text in the Index.

How to Add a Footnote

To add a footnote to your document:

1. If you are not online, connect to AMIX.
2. Display your document on the screen. You can retrieve it from your Works Index by choosing **View Works For> Me** from the **Profile** menu.
3. Go to the document's Footnotes Index. To do this, press [F9] (Other) to display the Sections list, then select Footnotes Index from the list.
4. Choose **Shrink Workspace** from the **Display** menu. This splits your screen in half and puts the Footnotes Index in the top workspace.
5. Choose **Select Lower** from the **Display** menu to make the bottom workspace active.
6. In the bottom workspace, display the document or resume that you wish to list in your Footnotes Index. Make sure it is actually displayed; highlighting it with the row cursor in the Documents Index or Consultants Index is not sufficient.
7. Choose **List Lower in Upper** from the **Online** menu, then confirm.
8. Repeat steps 5 and 6 for any other Items you wish to add to the Footnotes Index.

A Footnote may be removed by highlighting it in the Footnotes Index with the row cursor and using the **Remove Listing** command on the **Edit** menu.

Tutorial 11

Revising a Document

About This Tutorial

In this tutorial, you will learn you how to revise a document you have created on AMIX.

Why Revise a Document?

Once you have created a document, you may wish to change some part of it. For example, you may wish to:

- Update for current information/developments, or correlate with new data
- Respond to critiques from previous purchasers, reviewers and commenters
- Change the price and delivery terms to respond to competitive conditions
- Correct errors or oversights

At any time, before or after you publish the document, you can revise the following:

- Document Item information, including the title, price, and payment terms
- Introduction
- Any article in the document

You can also create new articles, or delete previously-published articles. Deleted material will still be viewable by those who have already purchased it.

How to Revise a Document

To revise a document, follow these steps:

1. Retrieve the document from your Works Index. Select **View Works For> Me** from the **Profile** menu.
2. Display the Section of the document you wish to revise.

Introduction

Displays automatically when you retrieve the document.

Item Information

Press [F9] (Other) and select **Item Information** from the Sections list.

Article

Press [F6] (Articles) and select the desired article.

3. Create a draft revision. Choose **Create Revision** from the **Edit** menu. Make the intended edits.
4. When you are ready, connect to AMIX. Then send and publish the revised information using **Publish Revision** on the **Document** menu.

Tutorial 12

Listing Yourself as a Consultant

About This Tutorial

In this tutorial, you will learn how to list your resume in one or more AMIX markets.

How to List Yourself as a Consultant

Once you have published your Resume, you may list yourself as a consultant on the AMIX Service. To do so, follow these steps:

1. Make sure your Resume describes the consulting services you perform that are relevant to the market(s) in which you want to be listed. If not, revise the Resume.
2. If you are not online, connect to AMIX.
3. Select the market in which you wish to list your services. Press [F8] (Consultants) to display its Consultants Index. (This is the list of consultants in which your name will appear.)
4. Choose **Shrink Workspace** from the **Display** menu. This splits your screen in half and puts the Consultants Index in the top workspace.
5. Choose **Select Lower** from the **Display** menu to make the bottom workspace active.

6. Display your Resume in the bottom workspace by choosing **View Resume For> Me** from the **Profile** menu.
7. Choose **List Lower in Upper** from the **Online** menu, then confirm. This action lists your resume in the displayed Consultants Index.
8. If you wish to list your Resume in additional markets, choose **Select Upper** from the **Display** menu to move the cursor to the top workspace, then display a different Consultants Index there. Once again, choose **List Lower in Upper** from the **Online** menu.
9. Choose **Expand Workspace** from the **Display** menu to restore your screen to a single work area.

Suggestion: Buyers entering a market see the Documents Index first. An effective marketing strategy for consultants is to publish high-quality documents in the market. The documents can mention the availability of consulting services.

CAUTION: You have only *one* Resume. If you edit your Resume to tailor it to a given market, all other markets that list your Resume will use the edited version.

Tutorial 13

Publishing a Reference on a Consultant

About This Tutorial

In this tutorial, you will learn how to create and publish a reference on a consultant whose services you have purchased through the AMIX Service.

File Edit Navigate Online Mail Document Profile Display BB.AMX

AMIX Profile--Peter Williams
"PWILLIAMS"

References folder	
Title	Author Date
1 Reference--Just What I Needed	James Tulloh 1/29/92 3:15pm
2 Reference--Solved my problem	Ellen Burns 2/07/92 5:45pm
3 Reference--Good but slightly late	Pam Armstrong 2/09/92 11:15am
4 Reference--Plan to work with him again	Peter Wong 2/15/92 9:20am
5 Reference--Came through in an emergency	Carl Croutier 2/20/92 1:23pm
6 Reference--Worth the fee; good informat	Andy Phelps 2/22/92 2:45pm

F1:Help F5:Resume F6:References F7:Pub'd comments F8:Works F9:Other
Fri Feb28 11:13am PST BBERNARD Online to AMIX \$1.20

Why Publish a Reference?

After you have bought consulting services, you have a right to publish a reference about the consultant. Other potential buyers can read your reference, just as you may have read

previous clients' references before deciding to engage the consultant's services.

There are three important reasons why you might wish to publish a reference:

1. To indicate your approval of good work by a consultant
2. To indicate your disapproval of substandard work by a consultant
3. To add to your own reputation as a knowledgeable person in your field

AMIX policy limits each buyer to one reference per consultant.

As a preliminary step to publishing a reference, AMIX policy states that you must first publish your Resume. This allows others to learn more about the person behind the reference. Instructions on publishing your Resume appear in *Tutorial 6: Publishing your Resume*.

There are responsibilities that attend publishing a reference, just as there are for publishing a document. See *Appendix B: AMIX Customer Agreement* and *Appendix C: Buyer Policies*.

How to Publish a Reference

To create and publish a reference on a consultant from whom you have obtained consulting services, follow these steps:

1. Display the consultant's resume on your screen.
2. Choose **Create Reference** from the **Document** menu.

3. Enter a title for your reference. It should reflect the overall tone of the reference. Then write the text of your reference.

In composing your text, remember that this is similar to a "letter of reference" you might write on paper regarding a consultant's work. Be accurate; a consultant can publicly respond to your reference and dispute your reference through arbitration if he or she thinks it is incorrect.

4. If you are not online, connect to AMIX.
5. Choose **Publish Reference** from the **Document** menu.

How to Revise a Reference

Once you have published a reference you may wish to change what you have said. If so, you may revise the reference. Revising a reference automatically withdraws the original reference.

To revise a reference that you have previously published:

1. If you are not online, connect to AMIX.
2. Select the reference from your **Published Comments Index**. (To get to this index, go to any part of your Profile—Mailbox, Statement, or Resume—and press [F9] to display the Sections list. Select **Published Comments Index** from the list.)
3. Choose **Create Revision** from the **Edit** menu.
4. Revise the reference.
5. Choose **Publish Revision** from the **Document** menu.

How to Withdraw a Reference

Once you have published a reference, you may change your mind about what you have written. If so, you may withdraw the reference.

The reference is removed from your Published Comments Folder. It remains in the References Folder, but it is labeled as a "Withdrawn Reference." As with a withdrawn comment, only someone who has already read the reference will still have access to read it.

To withdraw a reference that you have previously published:

1. If you are not online, connect to AMIX.
2. Display your reference. (Follow the instructions in step 2 of *How to Revise a Reference*.)
3. Choose **Withdraw Reference** from the **Document** menu.
4. You are prompted to confirm your request. Choose **OK** to withdraw the reference, or you may choose **Cancel**.

Tutorial 14

Using Notebooks

About This Tutorial

In this tutorial, you will learn about the Notebooks feature in AMIX. You will learn:

- What Notebooks are and why they are useful
- About the different kinds of Notebooks
- How to use Notebooks as navigation aids
- How to use Notebooks as addressing aids

File Edit Navigate Online Mail Document Profile Display	
BB.AMX-	
Notebooks--Barbara Bernard's Notebooks	Owner: Barbara Bernard
"NOTEBOOKS.BBERNARD"	Total size: 83K
Notebooks folder	
Notebook name	Entries
1 *Notebook--Draft Sections (e.g.Messages & Articles)	3
2 *Notebook--Draft Items (e.g. Documents)	3
3 *Notebook--Purchases	10
4 *Notebook--Downloaded copies	66
5 *Notebook--Search results	1
6 *Notebook--Previous session history	0
7 *Notebook--Contacts	25
8 *Notebook--Urgent	9
9 *Notebook--Interesting	18
10 *Notebook--Favorite markets	4

F1:Help F6:Notebooks F9:Other
Mon Dec16 11:13am PST BBERNARD Online to AMIX \$1.20

What Are Notebooks?

Notebooks are collections of links to all parts of AMIX that are grouped into useful categories. They act as personal directories that allow you to jump quickly to a specified

location without working your way through the AMIX hierarchy. Some Notebooks are created and maintained by AMIX, others by you.

NOTE: Your Notebooks exist only on your PC, not on the AMIX host. Therefore, your Notebooks are a *local* Item, not an AMIX Item.

Why Are Notebooks Useful?

Notebooks are a fast way to move around in AMIX, visiting the Items and Sections of particular interest to you. Once a person, market, or document is "remembered" in a Notebook, you can navigate directly to it by selecting it from the Notebook. Doing so bypasses all the levels of the AMIX hierarchy. For example, you can use the Contacts Notebook to assemble the Account Names and related resumes of consultants or other individuals of special importance to you. Or you can use the Favorite Markets Notebook to gather together those markets you like to visit often.

You can think of Notebooks as your personalized "roadmaps" through the AMIX Service.

Your Notebooks Folder

To go to your Notebooks, choose **Notebooks** on the **Profile** menu. You will see your *Notebooks Folder*, which contains all your Notebooks.

Two Kinds of Notebooks

Your Notebooks Folder contains two types of Notebooks:

1. **Special purpose.** These are built and

- maintained automatically by the AMIX Access software.
2. **General purpose.** These are built and maintained by you. AMIX comes to you with four general purpose Notebooks already created. You can also create new general purpose Notebooks at any time.

Special Purpose Notebooks

These are Notebooks that are built and maintained automatically by the AMIX Access software.

<u>Notebook</u>	<u>Contents</u>
Draft Sections	A list of links to all unpublished or unsent Sections. Example: an unsent mail message or an unsent article.
Draft Items	A list of links to all your unsent or unpublished Items. Example: an unsent document.
Downloaded Copies	A list of links to every Item that you have downloaded from the host.
Search Results	When using the Find Item command, the results of the last search are automatically stored in this Notebook so that you may follow the links.

Previous Session History

If, under **Preferences > Personal** on the **File** menu, you choose to save History between sessions, this Notebook will contain the previous sessions' History records, up to the indicated number of entries.

General Purpose Notebooks

You determine and maintain the contents of general purpose Notebooks, and you can create new ones whenever you wish. These Notebooks allow you to easily save and find people, markets, or documents of special importance to you.

AMIX comes to you with four general purpose Notebooks already set up:

- Contacts
- Urgent
- Interesting
- Favorite Markets

Use any or all of these Notebooks to store Items of special interest.

In the Contacts Notebook, for example, you can "remember" the names of important or favorite people you wish to remember and access quickly. This Notebook will show you their Account Names for use in addressing mail and other activities on AMIX. In the Favorite Markets Notebook, you can "remember" the markets you visit frequently. By selecting the market from the Notebook, you can go directly to it from any location in AMIX.

How to Use a Notebook

To use a Notebook:

1. Choose **Notebooks...** from the **Profile** menu.
2. Your Notebooks Folder appears. Select the desired Notebook.
3. The links in your Notebook are displayed. Select one to go directly to that location.

How to Add a Link to a Notebook

When you add a link to a Notebook, you add an entry to the list of people, markets, documents, or other Items stored in the Notebook. These are called links because selecting one of them takes you directly to what you selected. Anything that you can select with the row cursor can be added to a Notebook.

To add a link to a Notebook:

1. Highlight a row containing the information you wish to add. (See *Note* at the end of this tutorial.)
2. Choose **Remember...** from the **Profile** menu.
3. A dialog box opens. It contains a list of your general purpose Notebooks. Select the Notebook to which you are adding the link.
4. At the bottom of the dialog box, choose whether to add the Item or person. [Tab] to this area, then press [space bar] to make your selection.
5. Press [Enter] to choose **OK**.

The link is added to the selected Notebook.

Note: Depending on what you highlight, you can create either a **general link** or a **specific link**.

General link: Selecting it takes you to the default Section of the Item in which the row appears. Example: Selecting a market takes you to its Documents Index.

Specific link: Selecting it takes you to a specific Section (Article, Comment, mail message). If you are in that Section, you will create such a link.

How to Create a Notebook

To create a new Notebook:

1. Choose **New Notebook...** from the **Profile** menu.
2. Enter a title for the Notebook.
3. Choose **OK**.

The new Notebook is added to your Notebooks Folder.

How to Delete a Link From a Notebook

To delete a link from a Notebook:

1. Highlight the link you wish to delete.
2. Choose **Remove Listing** from the **Edit** menu.
3. A confirmation message appears. Choose **OK** to delete the link.

How to Navigate by Notebook

Notebooks give you a quick method of navigating in AMIX. The **Nav by Notebook** command makes Notebook navigation even faster.

To use **Nav by Notebook**:

1. Choose **Nav by Notebook** from the **Navigate** menu.
2. The contents of the Notebook you used last appear in a window on your screen. If your desired location is listed in that Notebook, select it.
3. If you want to see the contents of a different Notebook, [Tab] to **Other** and press [Enter].
4. A list of all Notebooks appears. Select one, then select a link from its contents.
5. AMIX takes you directly to the selected Item or Section.

How to Address by Notebook

The **Address by Notebook** command gives you a fast, convenient shortcut for addressing correspondence without having to memorize the Account Names of individuals or the shortnames of markets or groups.

Once you have "remembered" a person, market, or group in a Notebook, you can address a message to that person, market, or group by selecting it from the Notebook.

To use **Address by Notebook**:

1. You must be in a field where AMIX is ready to accept an address. For example, in a mail message, you should be at the **TO:** prompt.
2. Choose **Address by Notebook** from the **Mail** menu.

3. The list of names in your Contacts Notebook appears. Select a name. The Account Name or shortname is inserted automatically into the addressee field.
4. If the name you want is in a different Notebook, [Tab] to **Other** and press [Enter]. A list of all Notebooks appears. Select one, then select a name from its contents.
5. After you have selected one name, the Notebook contents reappear so that you can select another name. This continues until you [Tab] to **Cancel** and press [Enter].

Tutorial 15

Importing and Exporting Files

About This Tutorial

In this tutorial, you will learn how to move DOS files into AMIX (import) and how to convert AMIX information into DOS files (export) that you can use with other software.

File Edit Navigate Read Create Online Display

Save Section ^s	BB.AMX
Revert Section	Publ: Barbara Bernard
Import File...	\$5.00 On Delivery
Export File...	a list of useful sources of market intelligence ly-held companies.
About AMIX...	isted below can be found at public libraries in all
Preferences >	ities. If you are unable to locate a source at your
Print Screen	t the organizations that appear at the end of the
Print Text	
Exit ^x	

Imports a file from your disk drive to this Section.
Mon Dec16 03:55pm PST BBERNARD

Online to AMIX \$0.46

Why Import Files?

There are several operations on AMIX that require you to enter blocks of text: creating your resume, writing a mail message, or writing the Introduction and articles for a document. You can enter text directly on the AMIX screen, but you may prefer to create your text on a word processor and then import the text file into AMIX. The **Import File** command makes this possible.

If you are creating a document for sale that contains a graphics or sound file, software, or a formatted word processor or spreadsheet file, you must use the **Import File** command to make such a file part of an article of your document.

Why Export Files?

To move data out of AMIX and make it usable by other software, you must use the **Export File** command. For example, if you purchase a document that includes a spreadsheet template, you will want to make the template available to your spreadsheet software. If your document includes a text file formatted for your word processor, you will want to make that file available to your word processor. You may also wish to export someone's resume or a long mail message.

How to Import a Text File into AMIX

To import a file, follow these steps:

1. Start at the place where you can enter text: your resume, the contents area of correspondence you are sending, a document introduction or article, etc.
2. Choose **Import File** from the **File** menu.
3. The **IMPORT** dialog box appears. The current drive and directory are selected. In the window, you see a list of the existing files on the current directory.
4. If the file you wish to import is on a different drive or directory, press [Tab] or [Shift-Tab] to move the cursor to the *path* field (unlabeled, but in upper left corner)

or the *Drive* field. You can either:

- Type in a new path and press [Tab], or
- Select a new drive and press [Enter].

Each time you change the path or the drive, the files list changes to reflect your new specification.

5. When you are in the correct drive/directory, indicate the file you wish to import. You can either:
 - Highlight the file name in the list, or
 - [Tab] to the *File(s) selected* field, then type the file name.
6. Press [Enter] to select **Open**.
7. The file you specified is imported into the text field.

If the imported file does not appear to be correctly formatted with line feeds and carriage returns, try importing it again. In the IMPORT dialog box, [Tab] to **Merge Lines to Form Paragraph** and press [space bar] to select it.

How to Import a Non-Text File into AMIX

Use the same procedure for as text files, with two exceptions:

1. Instead of starting at a place where you can enter text, create a draft article of the following type: Embedded File, Graphics, or Sound.
2. The **Merge Lines to Form Paragraph** option will not appear.

How to Export a Text File from AMIX

To export a file, follow these steps:

1. Start at a document, mail message, article or other text Section you want to export to a DOS file.
2. Choose **Export File** from the **File** menu.
3. The EXPORT dialog box appears. The current drive and directory are selected. (If you have used Import or Export previously during this session, the last drive and directory you used are selected.) In the *File(s) selected* field, you see the file extension that defines which files appear in the window.
4. View the files on the drive/directory where you will export the AMIX data. It is important to verify that no file already exists with the name you intend to use for your exported data. You can press [Tab] or [Shift-Tab] to move the cursor to the *path* field (unlabeled, but in upper left corner) or the *Drive* field. You can either:
 - Type in a new path and press [Tab], or
 - Select a new drive and press [Enter].Each time you change the path or the drive, the files list changes to reflect your new specification.
5. When you are in the correct drive/directory, indicate the name for the export file. You can either:
 - Highlight the file name in the list, or
 - [Tab] to the *File(s) selected* field, then type the file name.

WARNING: If you select or type an existing file name, that file will be overwritten (deleted) by the new file.
6. Press [Enter] to select **Save**.
7. The AMIX information is saved to the named DOS file on the specified drive and directory. The entire file is saved. If you are saving a 10 page text section, you will get all 10 pages, even though only the first page is visible.

If the exported file is not formatted correctly (the lines don't wrap, for example), try exporting it again. When the EXPORT dialog box appear, [Tab] to **Break Paragraph into Lines** and press [space bar] to select it.

How to Export a Non-Text File from AMIX

Use the same procedure as for text files, with three exceptions:

1. Start at the Section containing the embedded file.
2. The embedded file "knows" its filename, so you don't have to enter one as indicated in step 5 above.
3. The paragraph formatting options will not appear.

Tutorial 16

Managing Your Local AMIX Database

About This Tutorial

This tutorial covers the management of your local AMIX database. You will learn how to:

- Control the size of your local database
- Back up your local database
- Transfer your local database to another PC

Controlling the Size of Your Local Database

In managing the disk space requirements of your local database, the "discard local copies as you go" philosophy will yield the best results. It will slow growth of your local database, keeping it as small as possible.

There are two principal ways to manage the size of your local database:

- Discard local copies from your mailbox prior to archiving mail
- Discard local copies from your Purchases Index

Before you archive copies of mail messages, discard the local copies of those that you don't feel you will need to refer to on a regular basis. Keep those that you will need, such as consulting messages constituting a contract in progress, or other important messages. The same principal applies to documents and the results of consulting you may have purchased. If you need immediate access to these items, but need to control space usage on your hard disk, export them to a floppy disk.

You cannot delete messages from your mailbox on the AMIX host. Only the local *copies* of the items are discarded; the items are always available for download again from the AMIX host if you need them, and you still have in your local database a title index of all items available.

File Management

If you delete old files from the AMIX subdirectory on your computer, do not delete the following files:

AMIX.EXE

XX.AMX (where XX is the first two characters of your Account Name)

RESOURCE.AMX

NEWUSER.AMX

PREFS.AMX

XX.B01

XX.P01

UPDATAMX.EXE

These files are the absolute minimum required to operate the AMIX Access software effectively.

You may reduce the size of your XX.P01 log file through your Personal Preferences on the **File** menu. (See **Personal...** command in *Reference*.)

Backing Up Your Local Database

Your local AMIX database contains much valuable material and records—all the mail messages you have sent and received, your unsent drafts, Notebooks, and documents you have purchased.

To assure the safety of this material, you should back up your local database at regular intervals, using a commercially available backup utility. If you don't use such software, back up your AMIX database to a floppy disk at regular intervals.

To back up your local database to a floppy disk:

1. Start in the directory where your AMIX Access software is stored. (`c:>amix`)
2. Type `dir` to see a directory of all your AMIX files. You should see a file whose name is the first two characters of your Account Name, with a file extension `.AMX`. (Examples: `BB.AMX`, `RP.AMX`)
This is the file that contains your local database.
3. Insert a formatted floppy disk in your disk drive (a: or b:).
3. At the DOS prompt, type: `copy rp.amx a:\rp.amx`

Substitute the correct name for your database file and the correct drive name you are copying to.
4. Your local AMIX database is copied to the floppy disk.

If your AMIX database exceeds the size of a floppy disk on your system, use a file compression utility to reduce it before following the above procedure.

If you local database is ever corrupted or lost, you can copy this file back into your AMIX directory to restore it.

Transferring Your Database to Another PC

You may wish to transfer your local database to another PC, perhaps from your office PC to a laptop or notebook computer.

To transfer your local database:

1. Install the AMIX Access software on the new computer. (See *Chapter 2, AMIX Setup.*)
2. Copy your local database (XX.AMX, where XX is the first two characters of your Account Name) to the directory on the other computer where the AMIX Access software has been installed.
3. Run AMIX Access in the normal fashion from the new computer.

Chapter 4

Reference

This chapter contains information about each command, Item, and Section on the AMIX Service.

The information is arranged in alphabetical order for easy reference.

A

About AMIX... command

Shows the AMIX Access version number, database creation date, and copyright information. Also shows the AMIX Customer Support telephone number and fax number. (**File** menu)

Acceptance command

Generates a message that immediately triggers payment of the on "Acceptance" amount. (Appears on the **Mail** menu under **Create Reply >** when the context is appropriate.)

Access Control

Every Item on AMIX—Market, Document, Profile, Group, etc.—has access rights. These rights define who is the owner or publisher, author or co-author for each Item, and who can read it or perform other actions on it.

Access rights are assigned by the Item's owner or publisher. They are defined and changed with the **Add Access** and **Change Access Rights...** commands on the **Online** menu while connected to AMIX.

The Access Index section of each Item shows which individuals and groups have been assigned which specific Access Roles, that is, specific rights and responsibilities. The Access Index also shows whom to contact if you want to get in touch with an Item's publisher, various co-authors, editors, etc.

Access Rights for Buying

If you are strictly a buyer on AMIX, you need to understand only the basics regarding access controls: how they restrict who can see your Statement, Mailbox, Works Index, correspondence or consulting you create, and documents you want to buy.

Here are the points you need to know:

1. When AMIX sets up your account, access control automatically keeps your Mailbox completely private. Your Statement and Profile information (other than your Resume) are kept private from everyone except AMIX Customer Support personnel.
2. When you address correspondence or consulting to an individual, only you and the addressee(s) receive Mailbox notifications and can read it (unless an addressee forwards a copy to someone else). If you send mail to a group, all members of that group are notified in their Mailboxes and can read your message. If you send consulting requests to a market, they can be read by anyone visiting the Requests Index of that market.
3. You automatically became a member of the group "Public" when you acquired your AMIX account. This gives you Contributor-level access to most markets and CommentOnly-level access to documents you purchase. Over time, you may become a member of additional groups. You can address correspondence to most groups to which you have access; you cannot, however, address mail to "Public."
4. If you (or anyone) have not been given access rights to a particular Item, that Item *and all links to it* will be invisible to you.

All documents that you upload or publish are automatically listed in your Works Index. This means that some Items listed in your Works Index are private (e.g., private documents) while others are public (e.g., documents published by you).

Example:

A consultant looking at his or her own Works Index sees 6 titles:

- 3 documents published in markets
- 3 private documents

Another customer might see 4 titles in that consultant's Works Index:

- the 3 published documents
- the 1 private document to which the customer has been given access

The rest of us would see only 3 titles in the consultant's Works Index:

- the 3 published documents (to which all public users have been granted access)

Access Rights for Selling Documents or Consulting

Sellers need to pay special attention to access rights. Sellers grant different rights to different individuals and groups when they create Items such as documents. The seller decides what access rights, if any, to assign to other individuals and groups, including "Public."

For each Item, the following access rights are available:

Owner or Publisher	Has legal responsibility for the Item. Collects all payments and controls all access rights. (For documents, this role
---------------------------	--

is called "Publisher.") A Co-Owner has the same rights and responsibilities as the Owner.

Author or Manager or Editor or Editorial Assistant

Can create or edit content. A Manager and Editor can publish; an Author and Editorial Assistant cannot. A Co-Author or Co-Manager has the same rights as the Author or Manager.

Librarian

Librarians can list a market in a Submarkets Index or split a market into two smaller markets. Librarians can list a document in a market. Market Managers have this level of access for documents listed in their markets.

Contributor

Can list a document in a Documents Index, or list a Profile in a Consultants Index. The group "Public" has Contributor rights in most markets. Public groups that can be joined by anyone need to grant Contributor-level access to "Public."

CommentOnly

This role is assigned to the "Public" for all public documents. Commenters can see that the Item exists, buy it, and post a comment.

ReadOnly

Can see that an Item exists and read it, but cannot comment.

None

With no access rights to an Item, groups or individuals cannot see that the Item exists, in most cases. In some

cases, they can see links to an Item, but they cannot access the Item.

When an Item (such as a document) is first created, only the Item creator has any access rights to it. The creator must explicitly add access for anyone else to edit, read, buy, comment on it, etc. (Publishing an Item on AMIX automatically adds CommentOnly access for the Public.)

Transfer of Access Rights

As long as you are the owner of an Item, you can freely grant and remove access rights. You can also share ownership or transfer ownership.

Once you grant Co-Owner or Owner rights to someone else, you cannot delete those rights without their cooperation, nor can you transfer complete ownership without the new owner's cooperation.

For example, to transfer the role of Owner from yourself to another person, you would follow this process:

- Assign to the other person the role of Co-Owner.
- The new person upgrades him/herself to Owner.
- You are automatically changed to Co-Owner.
- You may then change your status further, if you wish.

An analogous procedure is used to transfer the role of Publisher or Manager.

Access Index

This Section appears in all Items. It tells who owns the Item and has various roles with respect to it, such as Editor, Author, etc.

Add Access... command

Grants access rights for an Item to an individual or group not already listed in the Access Index of the current Item. (The Item must first be uploaded or published.) Only the Owner or Publisher of an Item can add access. You must be connected to AMIX and viewing some Section of the Item to add access to that Item. (**Online menu**) See also *Access Control*.

Address by Notebook command

Lets you select one or more persons or groups from a Notebook as a shortcut for addressing a mail message. Select this command at the point where you are ready to enter the address(es). (**Mail menu**)

Advanced Features... command

Lets you set the number and content of starting screen workspaces, and which Section (by number) you wish to go to when connecting to the AMIX Service. To locate the numbers for all Sections in an Item, press [Ctrl-O] to see the Item Overview. (**File menu under Preferences>**)

Agreement command

Generates a message that is used in replying to an Offer. This message explicitly agrees to a contract. Sending this message triggers payment of the dollar amounts in the contract that were listed as on "Agreement." (Appears on the **Mail menu under Create Reply >** when the context is appropriate.)

All Recipients command

Creates a draft reply message addressed to all recipients of the message that you are looking at. (Mail menu, under **Create Reply**)

Announcement command

Creates a new mail message labeled "Announcement." The three correspondence message types (Letter, Memo, Announcement) differ only in their labels. (Mail menu, under **New Correspondence>**)

Archive

You cannot delete messages from your Mailbox or entries from your Statement. When you decide that your Mailbox is too full or your Statement is too long, you can archive entries into your Archives Folder.

To keep the size of your local database from growing unnecessarily, before archiving use **Discard My Copy** on the **Edit** menu to discard copies you don't need locally. They can be retrieved from the AMIX host any time.

To archive mail or Statement entries:

1. Connect to AMIX.
2. Go to your Mailbox or Statement.
3. Choose **Archive Entries...** from the **Online** menu.
4. In the resulting dialog, specify the date prior to which entries are to be archived.

Archived mail and Statement entries are always available to you through the Archives Folder of your Profile. If you have previously discarded local copies or archived mail messages, connect to AMIX to retrieve them.

Archive Entries... command

Stores selected Mailbox or Statement entries in the Profile's Archives Section. You must be connected to AMIX and viewing your Mailbox or Statement to archive entries. (Online menu)

Archives Folder

This Section of your Profile shows the Mailbox and Statement entries you have archived. To get to your Archives Folder, press [F9] from anywhere in your Profile to display the Sections list, then select the **Archives Folder** section. If you have previously discarded local copies of archived mail messages, connect to AMIX to download them again.

Articles Folder

The Section of the Document containing the information for sale. To view the Articles Folder, you must purchase the Document. You may read other Sections of the Document without purchasing it.

Author command

Appears under both **View Resume For>** and **View Works For>** on the **Profile** menu. Shows either the Resume or the Works Index for the Author or Manager of the current Item or current entry.

B

Back command

Goes back to the previous entry in your current session History. Equivalent to "back up a step." (**Navigate** menu)

***Bonus/Refund* command**

Generates a message that initiates a separate negotiation process concerning a bonus or refund on the original consulting contract. At the end of the consulting process, either party may suggest a bonus or refund payment. Only one refund or bonus can be made per contract. (Appears on the **Mail** menu under **Create Reply >** when the context is appropriate.)

C

***Change Access Rights...* command**

Changes access rights in the Access Index for the selected individual or group. You must be connected to AMIX and viewing the Access Index of an Item to change access rights to that Item. (**Online** menu)

***Change Password...* command**

Lets you modify the password you use for connecting to the AMIX host. You must be connected to AMIX to change your password. (**Online** menu)

Citations Index

A Section that contains a list of pointers to the places where the Item is cited in Footnotes Indexes. Together these Indexes give AMIX the power of two-way hypertext links.

***Clear* command**

Deletes text from the current Section. If text is selected, it deletes the selected text; otherwise, it clears the entire Section. Before the delete is carried out, you are required to confirm

the command. Works only on text that you have entered or that you are entitled to change. (Edit menu)

Comment

Text written and published by the purchaser of a document about that document. If you are considering buying a document, reading the comments of previous purchasers can help you make a purchase decision.

Comments Folder

A Section of a document that contains reactions from previous buyers of the document. While comments can be revised or withdrawn by the buyers who wrote them, comments cannot be changed or removed by the document's author. However, the document's author can publish a response to a comment.

***Connect...* command**

Connects to the AMIX Service. (Online menu)

Consultants Index

A Section of a market listing the consultants offering services in the market. To display the Consultants Index, press [F8] from within the market.

***Copy* command**

Copies selected text (without deleting it) and stores it on a clipboard, replacing previous clipboard contents. Text can be selected to cut and copy by holding down the [Ctrl] key and using the arrow keys. (Edit menu)

Create Article > **command**

Creates a new Article in the current Document. A pointer to the article is created in your Draft Sections Notebook. This pointer is deleted after the Article is sent or published. The submenu allows you to create four different types of articles: Text, Embedded File, Graphics, and Sound. (**Document menu**)

Create Comment **command**

Allows you to create a comment on a document which can be read by anyone viewing the Comments Index for that document. You must purchase a document before you can create a comment on it. (**Document menu**)

Create Reference **command**

Allows you to create a reference on a consultant which can be read by anyone viewing the References Index for that consultant. You must purchase consulting before you can create a reference on that consultant. (**Document menu**)

Create Reply > **command**

Creates a draft reply to a mail message, including correspondence or consulting messages. A sub-menu under this command lets you indicate whether to send the reply to just the sender of the message you are looking at (**Sender Only**), or to all those who received it (**All Recipients**). A reply to a consulting message is sent to only one addressee. (**Mail menu**)

Create Revision **command**

Creates an editable draft of an already-sent or published Article, Resume, Introduction, Comment, Reference, or Item Information Section. Draft Revisions are automatically listed

in your Draft Items or Draft Sections Notebooks. A draft revision must be sent or published in order to replace the original on the AMIX host. (Edit menu)

***Create Suggestion* command**

Allows you to create a suggestion on a market or topic that can be read only by the Market Manager and AMIX Customer Support. (Document menu)

Customer Support

AMIX Customer Support is available at the following times:

Monday through Friday	8AM to 8PM (Pacific Time)
Saturday	10AM to 6PM (Pacific Time)

The Customer Support telephone number is:

(415) 856-1234, ext. 207

You can also send AMIX mail to SUPPORT at any time.

***Cut* command**

Deletes selected text and stores it on a clipboard, replacing previous clipboard contents. Text can be selected to cut and copy by holding down the [Ctrl] key and using the arrow keys. (Edit menu)

D

***Delete Original* command**

Deletes selected material you own or control from the host database, or from the local database on your PC if it is a local

item or a draft. Select the material to be deleted by highlighting it in an index, or by highlighting its header while viewing its contents. (Edit menu)

***Delivery* command**

Generates a message that a consultant uses to deliver the *final results* of his or her work under the current contract. Sending this message triggers payment of the dollar amounts in the contract which were listed as on "Delivery." (Appears on the Mail menu under Create Reply > when the context is appropriate.)

***Discard My Copy* command**

Deletes the selected local copy on your PC, but not the original on the AMIX host. Select the material to be deleted by highlighting it in an index, or by highlighting its header while viewing its contents. This command is useful in minimizing the size of your local database. (Edit menu)

***Disconnect* command**

Disconnects from the AMIX Service, but does not exit from the AMIX Access program. (Online menu)

***Discussion* command**

Generates a standard message used for negotiations. You may send either a nonbinding discussion message (Offer column *not* checked "Yes") or a binding message (Offer column checked "Yes"). This message type is also used after a contract is made, either to exchange additional information or to suggest changes in the existing contract. (Appears on the Mail menu under Create Reply > when the context is appropriate.)

Discussions Index

A Section of a Group or Topic listing correspondence addressed to the Group or Topic.

Display... command

Lets you set the display type. (File menu, under **Preferences>**) *Note:* This command on the **File** menu controls only preferences, and is not to be confused with the **Display** menu on the menu bar.

Documents Index

A Section of a market listing the documents available for sale in the market. To display the Documents Index, press [F6] from within a market.

E

Embedded File command

Creates an Article to hold an embedded file, such as executable software, a formatted word processor file, or a spreadsheet. (Document menu, under **Create Article>**)

End Negotiation command

Generates a message that is used to decline requests and proposals, or to break off negotiations. It is available before a contract is made between buyer and seller. (Appears on the **Mail** menu under **Create Reply >** when the context is appropriate.)

Evaluate Purchase > command

Approves or stops payment of "On Evaluation" amount for a purchased document. (Document menu)

Exit command

Exits the AMIX Access program. If connected to the host, also disconnects. (File menu)

Expand Workspace command

Expands the active workspace to fill the screen. Use this command after you have divided the screen with the **Shrink Workspace** command. (Display menu)

Export File... command

Lets you export a file from an AMIX Section to DOS and name it. (File menu)

F

Find Item... command

Locates a particular item by its "shortname" or a string of text in its title. (Currently, titles are searched on your local database only, not on the AMIX host.) When searching a shortname, you must specify "shortname.ownername."

Examples:

ORIGINS.CDARWIN

HERDOC.HERSHORTNAME

For Items owned by you or AMIX, you don't need to specify the ownername. Examples:

MYDOC (instead of MYDOC.MYNAME)

AMIXTOP (instead of AMIXTOP.AMIXCORP)

(Navigate menu)

Footnotes Index

The Section of a document containing pointers to other documents or resumes on AMIX. The footnotes are links that you can follow. The footnoted Items have entries in their Citations Indexes to the documents that footnote them, creating two-way hypertext links.

Forward Message... command

Forwards the current mail message being read to a new addressee. (Mail menu)

G

Graphics command

Creates an Article to hold a graphics file. Graphics files can be imported and sold, but not viewed by the current AMIX software. (Document menu, under **Create Article>**)

Groups

A group is a collection of AMIX customers. Groups are used for two purposes:

1. Addressing mail (sending mail to every member of a group by addressing it to the group name).
2. Access control (controlling who can do what with respect to other Items).

Groups have **members** and **access rights**.

- **Members** are those who belong to the group. They appear in the group's Members Index. Members receive all mail addressed to the group.
- **Access rights** define who can make changes to the

group (such as add members to the Members Index). The owner of a group determines who has what access rights for that group.

The members of a group (who is in the group) are not the same as who has access to the group (who can *mail* to the group or perform other operations on it). A message sent to a group is sent to all its members, but only members with the appropriate access rights can see its Members Index. Currently, only AMIX Customer Support and Market Managers can create new groups. (A future release of the software will allow others to create groups.)

There are three types of groups:

- | | | |
|----|-----------------|--|
| 1. | Public Joinable | Can be read by anyone and joined by anyone. |
| 2. | Public Readable | Can be read by anyone, but joined only as a result of action by the owners or managers of the group. |
| 3. | Private | Readable or joinable only by individuals or groups who have been given specific access rights by its owners or managers. |

All AMIX customers are members of the group called **Public** and can read the Members Index of any group for which Public has been granted at least ReadOnly-Level access. AMIX customers can join the Members Index of any group for which Public has been given Contributor-Level access. See *Access Control* for more detail.

If you wish to join a group that is not "Public Joinable," send correspondence requesting membership to the manager or owner of the group.

Like groups, AMIX public markets are Public Joinable. This means that all members of the public have Contributor-Level rights to these markets. As a result, any customer can list a document in a market's Documents Index or list his or her own Profile in a market's Consultants Index.

Your access to an Item is the maximum access that you have either as an individual or through any groups which you belong to.

Addressing Mail to a Group

When a correspondence message is addressed to the "shortname" of a group (as in **TO: SUPPORT**), it is sent to the mailbox of every member in the group.

The shortnames of markets, like the shortnames of groups, can be used to address consulting requests (as in **TO: SMALLTALK**). When a request is addressed this way, it is sent to the mailbox of every consultant in that market.

H

Help

Currently, Help consists of answers to the most commonly asked questions about the AMIX Service. Help is a document that contains individual articles, each offering help on a different subject. To view Help, press [F1] from anywhere in AMIX. Then press [F6] to see a list of the Help articles. Select any topic to read it.

History... command

Shows your travels through AMIX during this session and lets

you navigate directly back to any location by selecting it. You can see just the Items you visited during your session by selecting **Items** within the History dialog box. This condenses the History list by leaving out the Sections you visited.
(Navigate menu)

I

Import File... command

Lets you import any DOS file into AMIX correspondence or articles. (File menu)

Introduction

The Section of an Item that describes its contents. Read the Introduction to learn about a Document, Topic, Market, etc. To display the Introduction for the Item you are currently in, press [F5].

Item Information

The Section that shows the title and shortname for the current Item. Shows the price and terms, if the current Item is a document. To see the Item Information, press [F9] (Other) to display the Sections list, then select Item Information.

Items

AMIX is subdivided into parts called **Items**, which are analogous to People, Places, and Things.

People

Profiles

Profiles are collections of information about people. Some information is publicly available, while other information is private. An Author's Profile contains public information (a Resume) about someone who offers documents or consulting for sale. Your Profile also contains private information, such as your Statement, Profile Information, and Mailbox.

Groups

Groups contain members, who are AMIX customers. Groups have two purposes:

1. To control access to documents.
2. To permit addressing of correspondence to more than one person at a time.

Places

Markets

Markets are places, each devoted to a single subject. In each market, sellers offer documents (prepackaged information) and consulting services for sale. Buyers can come to any market to shop for information and consulting. Since a market always has documents and/or consulting for sale, markets are the focal points for transacting business on AMIX.

Topics

Topics are used to subdivide and organize the higher levels of the AMIX marketplace. Topics don't have documents or consulting for sale, but simply point to other Topics or to Markets.

Things

Documents

"Document" is the generic term for any kind of prepackaged goods or information available for sale on AMIX. A document consists of one or more individual Articles for sale together. An article may be a written report, an answer to a common question, a formatted text file, a piece of software, template, graphics, sound or spreadsheet file.

Consulting

Consulting Items are the messages plus the work product created during a consulting contract. You can think of a Consulting Item as a manila file folder that contains every step of a consulting contract. These can include the initial Request or Proposal, offers, an agreement, final delivery by the seller, and final acceptance by the buyer.

Correspondence

Like Consulting Items, Correspondence Items contain all letters and responses relating to one series of correspondence (e.g., an initial mail message and all replies made to it). However, non-consulting correspondence has no prices, payments or contractual obligations enforceable by AMIX.

Notebooks

Notebooks are collections of links that you can follow to all the types of Items described above. These links are organized into useful categories. Some Notebooks are built by you. Others are built and maintained for you automatically by AMIX.

L

Letter command

Creates a mail message labeled "Letter." (**Mail** menu, under **New Correspondence >**)

List Lower in Upper command

Creates a listing for an Item (displayed in the lower workspace) in an Index (displayed in the upper workspace). If the Item has not yet been sent or published, this command automatically sends, publishes, and lists the Item. (**Online** menu)

M

Mailbox

Your Mailbox is a Section of your Profile. It lists all your incoming mail messages and notifications, as well as any mail messages you have sent. It also lists comments that have been made on any Items you are responsible for and any references made on your Profile, at the time these are published.

Each time you connect to the AMIX host, your Mailbox is updated automatically to show all new mail that has been sent to you. To view your Mailbox, choose **View My Mailbox** from the **Mail** menu. For more information, see *Tutorial 5: Using AMIX Mail*.

Market Manager

A Market Manager is a contractor employed by AMIX to develop one or more markets in his or her areas of expertise. A Market Manager builds and organizes the markets, and is always available to help buyers and sellers with any questions that arise.

Me command

Available under both **View Resume for>** and **View Works for>** on the **Profile** menu. Shows either your Resume or Works Index.

Members Index

A Section of a Group or Topic listing the members of the Group or Topic.

Memberships Index

Your Memberships Index is a Section of your Profile that shows which groups you are a member of and which markets you are a consultant in. Also, for every group or market that shows up in your Memberships Index, there is a reciprocal pointer to your Profile, stored in the Members Index or Consultants Index of that group or market.

Memo command

Creates a mail message labeled "Memo." (**Mail** menu, under **New Correspondence>**)

Messages Folder

The Section of a Correspondence Item that shows the set of mail messages that are related (each sent as a reply to a

previous one). To see the Messages Folder, press [F6] while looking at a message.

Mirror command

Mirrors the active workspace in both the upper and lower workspaces. (Display menu)

Modem Configuration... command

Lets you set telephone number, modem type, baud rate, and com port. See *Chapter 2: AMIX Setup* for detailed information. (Online menu)

N

Nav by Notebook... command

Lets you navigate quickly to any location that you have remembered in a Notebook. (Navigate menu)

New Consulting > command

Creates a new request (to buy) or proposal (to sell) consulting services. Requests and proposals can be sent to one or more individuals, groups, or markets. (Mail menu)

New Correspondence > command

Creates a new mail message (Letter, Memo, or Announcement). (Mail menu)

***New Document* command**

Creates a new Document Item for you to compose and publish. A pointer to this Document is created in your Draft Items Notebook. This pointer is deleted when the Document is sent or published, and a new pointer is added to your Works Index. (Document menu)

***New Notebook...* command**

Adds a new Notebook to your Notebooks folder. (Profile menu)

***Next* command**

Goes to the next Item, Section, or mail message (depending on cursor location).

- If the cursor is in the Item area, goes to the next listing in the related index (e.g., the next message in your Mailbox).
- If the cursor is in the Section or Contents area, goes to the next message in the thread (e.g., the reply to the current message). (Navigate menu)

Notebooks

AMIX allows you to build, display, and follow personalized links. These links are grouped into useful categories called **Notebooks**. Notebooks act as personal directories. Your Notebooks exist only on your PC, not on the AMIX host. Therefore, your Notebooks are a *local* Item, not an AMIX Item. For more information on Notebooks, see *Tutorial 14: Working with Notebooks*.

***Notebooks* command**

Displays your Notebooks folder. (Profile menu)

Notifications Index

A list of pointers to system "events" that affect the status of your responsibility for certain Items. You won't see this Section unless you have received such a Notification.

O

Online Mail indicator

If mail is delivered while you are online to AMIX, the word **MAIL** will appear on the status bar between the clock and your Account Name. You can then go to your Mailbox to retrieve the new message.

P

Paste command

Inserts a copy of the clipboard contents (material previously cut or copied) at the current cursor location. (**Edit** menu)

Path to Top... command

Shows the direct path to the Top of AMIX, starting with your current location. Select an Item on the path to go directly to it. (**Navigate** menu)

Personal... command

Lets you make four settings:

- The length of time before automatic disconnect.
This is the number of minutes the software can remain idle without disconnecting you.

- The number of History lines to keep from prior sessions.
Each line of History corresponds to a location you have visited in AMIX during a session.
- Whether to save History between sessions in a Notebook.
If you do not save History, each History begins anew when you start up the AMIX Access software.
- The size of your database recovery log file.
AMIX periodically backs up your local database. Your log file keeps track of changes to your local database between one automatic backup and the next. When the log file reaches its specified limit, the software pauses momentarily while the data is backed up and compressed. The larger the log file limit, the less frequently you are interrupted while this occurs.

(File menu, under **Preferences**>)

Preferences > **command**

You can control certain settings for the AMIX Access software by selecting one of the commands on the **Preferences** > submenu: **Personal**, **Timezone & User**, **Display**, **Advanced Features**, and **Security**. For detail, see each command in *Reference*. (File menu)

Previous **command**

Goes to the previous Item, Section, or mail message (depending on cursor location).

- If the cursor is in the Item area, goes to the previous listing in the related index (e.g., the previous message in your Mailbox).

- If the cursor is in the Section or Contents area, goes to the previous message in the thread (e.g., the message previous to the current message). (Navigate menu)

Print command

Prints the current Section, including the Item and Section headers and fields, such as dates, terms, and dollar amounts in consulting. (File menu)

Prior Versions Folder

The Section of an Item that accumulates old versions of Sections that have been revised. Example: Superseded document articles go into the document's Prior Versions Folder when revisions are published.

Profile

A Profile is a collection of personal information about, for, and by an individual. It could be you or an author, publisher, or consultant listed on AMIX.

How to Get to Your Profile

You can access your Profile by selecting one of its Sections from the Profile menu:

- View Resume for > Me
- View Works for > Me
- View My Statement

Or from the Mail menu:

- View My Mailbox

Once you are looking at one Profile Section, you can go directly to any other Profile Section, including your Works Index, Memberships Index, your Archives of mail and statements, etc. To see a complete list of Profile Sections,

press [F9] (Other) while you are in the Profile. Then select any Section from the list. Or press one of the Function keys listed near the bottom of your screen.

You can see most parts of your own Profile and certain parts of others' Profiles. For your security, your password, credit card number, verification code, and social security number (if you are a seller) are never displayed after initial entry. Contact Customer Support to change any of this information other than your password.

Someone Else's Profile

You can read certain parts of other AMIX customers' Profiles: Resume, References, Published Comments, and Works Index (published documents only). This is useful when you want to learn more about a consultant or author.

To read someone else's Resume, References, Published Comments, or (published) Works Index:

1. Use **Find Item** on the Navigate menu to search, using the person's Account Name. Or,
2. View a document for which the person is the author or publisher, then choose **View Resume for >** or **View Works for > Author or Publisher** on the Profile menu. This will show you the Resume or Works of the author or publisher of the document you are currently looking at.

Note: A future software release will include a searchable list of all AMIX customers who have given permission to be included.

Proposal (Sell) command

Creates a proposal to sell consulting services. Proposals can be sent to one or more individuals or groups. (Mail menu, under New Consulting>)

Publish command

Publishes a Private Item already on the host, or causes a local Item to be sent and published. Once it has been published, the Item can be viewed by the public (any AMIX customer). (Document menu)

Published Comments

A Section in your Profile that shows all comments and references that you have published on AMIX.

Purchases Index

Your Purchases Index is a Section of your Profile that automatically creates a list of links to everything you have bought on AMIX. You can use this index as a quick way to retrieve anything you have bought. To retrieve a purchase, just select it from your Purchases Index.

R

Reference

Text written and published by the buyer of consulting services about the value of those services. If you are considering working with a consultant, reading the references can help you make a decision.

References Folder

Contains a list of all the references for a particular consultant, written by previous buyers of that consultant's services. While references can be revised or withdrawn by the buyers who wrote them, references cannot be changed or removed by the consultant. However, the consultant can publish a response to a reference.

Refusal command

Generates a message that refuses to pay the on "Acceptance" amount in a contract. The consultant can make additional Deliveries in an attempt to satisfy the client and earn this amount. (Appears on the **Mail** menu under **Create Reply >** when the context is appropriate.)

Release command

Makes a proof of a revised article available to those authorized to view the article, e.g., all those in its Access Index. Applies to private documents only. (**Document** menu)

Remember... command

Lists the selected Item/Section or its author in a particular Notebook. (**Profile** menu)

Remove Listing command

Deletes the selected listing by removing the pointer and link. Select the listing to remove by highlighting it in an index. Depending on the index, you may need to connect to the AMIX host to remove the listing. (**Edit** menu)

***Reply to Comment* command**

Allows an author to reply while viewing a comment published by a buyer of the author's document. (**Document** menu)

***Reply to Reference* command**

Allows a consultant to reply while viewing a reference published by a buyer of the consultant's services. (**Document** menu)

***Request (Buy)* command**

Creates a request to buy consulting services. Proposals can be sent to one or more individuals, groups, or markets. (**Mail** menu, under **New Consulting>**)

Requests Index

A Section of a market Item in which all currently-active consulting requests that have been sent to a market are available for review and bid by consultants.

Resume

If you are going to sell information or consulting, or publish references or comments, you must present information about your background, experience, and qualifications in the Resume Section of your Profile. Unlike your mailbox and statement, your published Resume can be viewed by the public. For more information and instructions, see *Tutorial 6: Publishing Your Resume*.

Revert Section command

Reverts to the last saved version of the current Section. (File menu)

S

Save Section command

Lets you save edits while working in a Section. (A "Save edits?" prompt occurs automatically upon leaving a Section that has been edited.) (File menu)

Sections

Each Item is divided into parts called **Sections**. There is no perfect analogy for Items and Sections, but an Item contains Sections in the same way that:

- a building contains many rooms
- a Pendaflex hanging folder contains several manila file folders
- a book contains multiple sections (Table of Contents, chapters, bibliography, etc.)

Each Section has a different name and is devoted to a different purpose or kind of information. There are two ways to display a list of all the Sections available for an Item:

1. Press [F9] (Other). The Sections list appears. Select any Section on the list to navigate to it.
2. Press [Ctrl-O] (for Overview). The Item Overview lists all Sections in the Item and shows the number for each Section. In **Advanced Features**, you can specify (by number) which Section will appear when you start up AMIX.

See also the names of the individual Sections in this chapter.

Security... command

Lets you establish an optional lockword, which controls entry to your local database. *Caution:* AMIX Customer Support cannot help if you have forgotten your lockword. All information in your local database will be lost. (**File** menu, under **Preferences >**)

Select Lower command

If you have split the screen with the **Shrink Workspace** command, **Select Lower** makes the lower workspace active (moves the cursor into the workspace). (**Display** menu)

Select Other command

If you have split the screen with the **Shrink Workspace** command, **Select Lower** moves the cursor into the workspace that is not currently active. You can always use this command as an alternative to **Select Upper** and **Select Lower**. (**Display** menu)

Select Upper command

If you have split the screen with the **Shrink Workspace** command, **Select Upper** makes the upper workspace active (moves the cursor into the workspace). (**Display** menu)

Send Message command

Sends a message to its addressee(s). You must be online to choose this command. (**Mail** menu)

Sender Only command

Addresses a mail message reply to only the sender of the message being replied to. (**Mail** menu, under **Create Reply>**)

Shrink Workspace command

Divides the screen into two separate workspaces. Your current screen goes into the upper workspace. (**Display** menu)

Sound command

Creates an Article to hold a sound file. Sound files can be imported and sold, but not played by the current AMIX software. (**Document** menu, under **Create Article>**)

Statement

Your statement shows any purchases you have made and other charges you have incurred on AMIX, all revenues you have earned through document sales or consulting, adjustments, and money that has been paid to and by AMIX. Each transaction is listed on a separate line. Amounts are aggregated by type on both monthly and year-to-date bases. Your statement also shows your credit limit and how much credit you currently have available on AMIX.

At the end of every connect session, the current charges for connect time and purchases are written to your statement.

You cannot delete information from your statement. When you decide that your statement is too long, you can archive information into the Archives Folder. *See Archive.*

A billing copy of your statement will be mailed to you monthly. If you are a seller with a balance due to you at the billing date, a check will accompany your statement.

Subdocuments Index

A Section of a document that lists chapters or smaller pieces of a large document offered for sale at individual prices. Each

entry in the Subdocuments Index points to a separate document that can be purchased.

Subgroups Index

A list of more specialized groups listed hierarchically below a more general group.

Submarkets Index

A list of more specialized markets listed hierarchically below a more general market or topic.

Subtopics Index

A list of more specialized topics listed hierarchically below a more general topic.

Suggestion

A comment made by customers on a Group, Market, or Topic. Suggestions are private between the person making them and the Market Manager or group owner (e.g., the public can't see them).

Suggestions Folder

A list of the suggestions made by customers on a Group, Market, or Topic.

Swap Workspaces command

When the screen is split into two viewing areas, exchanges the positions of the upper and lower workspaces. (**Display** menu)

T

Taxi Meter

A display on the status bar in the lower right corner of the AMIX screen that shows the accumulated charges for the current session. These include connect charges for being online to the AMIX host, and charges for any document or consulting purchases made during that session. When you disconnect from AMIX, the Taxi Meter resets to \$0.00. Details of charges shown on the Taxi Meter are shown on your Statement.

Termination command

Generates a message that terminates an agreed-upon consulting contract. It prevents all further stages in the consulting process, with the exception of making a refund or giving a bonus. It is used only when there are serious problems in the consulting transaction. (Appears on the **Mail** menu under **Create Reply >** when the context is appropriate.)

Text command

Creates an Article to hold text. (**Document** menu, under **Create Article>**)

Timezone & User... command

Lets you sets the default sign-on Account Name, local time zone, and the Automatic Daylight Savings Time adjustment. (**File** menu, under **Preferences >**)

Top Command

Takes you directly to the Top of the AMIX Topic hierarchy.
(Navigate menu)

U

Up Path to Top command

Goes to the first Uplink of the current Item, taking you one step closer to Top. (Navigate menu)

Uplinks Index

An index of all the places where an Item is listed. Example: the Uplinks Index of a document shows all the markets where the document is listed.

Upload Document command

Sends a document to the host if it is not yet ready to be published or if it will be a Private Item (kept private or with limited Read access.) Once sent, a listing for the document is added to your Works index, but is not viewable by the public. Uploading makes the document available to all "responsible parties", e.g., those with access roles above Librarian. (See *Access Control*.) (Document menu)

V

View Draft Items command

Navigates to the Notebook containing drafts of documents and other Items you have not yet sent to the AMIX host. (Edit menu)

View Draft Sections command

Navigates to the Notebook containing drafts of messages, articles, and other Sections you have not yet sent to the AMIX host. (Edit menu)

View My Mailbox command

Displays your Mailbox, which lists both your incoming mail notifications and any mail messages you have sent. (Mail menu)

View My Statement command

Displays your Statement, which lists all dollar transactions, your account balance, your AMIX credit limit, and credit available. (Profile menu)

View Resume for > command

Shows the Resume for the person selected from the submenu (Author, Publisher, or Me). (Profile menu)

View Works for > command

Shows the selected person's list of works accessible to you on AMIX (Author, Publisher, or Me). (Profile menu)

W

***Withdraw Comment* command**

Withdraw or "unpublish" a published comment. (**Document** menu)

***Withdraw Reference* command**

Withdraw or "unpublish" a published reference. (**Document** menu)

***Withdraw Reply* command**

Withdraw or "unpublish" a published reply to a reference or comment. (**Document** menu)

***Withdraw Suggestion* command**

Withdraw a suggestion from a Topic or Market. (**Document** menu)

Works Index

A Section of a Profile that lists all documents that the author has sent to AMIX. The public can see only the titles of published, publicly-available documents.

Appendix A

Accounting and Billing

Pricing

Current pricing for the AMIX Service is available online in the document *Policies & Prices* under the AMIX Support, Policies, Prices Topic. Also discussed in that document are the minimum and maximum dollar values of consulting and document transactions permitted on the AMIX Service.

Billing

You will be billed for the sum of all purchases and other charges incurred using the AMIX Service, minus any credits for cleared sales of your own if you are a seller. As stated in the document *Policies & Prices* under the AMIX Support, Policies, Prices Topic, you are responsible for all charges incurred by you on the AMIX Service, regardless of the billing method you use. If you are being billed using a credit card, you will be billed at least once a month. Depending on the dollar volume of transactions you enter into, your credit card may be billed more frequently than once a month.

If you are not being billed using a credit card, you will receive a single monthly statement via US Mail. Payment is due upon receipt of that statement.

If you are a seller with a net balance payable to you at the end of the monthly billing cycle, a check will accompany your hardcopy statement.

Changing Billing Information

During your initial sign-on to the AMIX Service, certain information is gathered to complete the creation of your account on the AMIX host computer. In addition to your credit card number and expiration date, and the billing name

and address for your credit card, you are asked to provide a verification code, which AMIX Customer Support will use for identification purposes if you lose your password and require a replacement password. If you need to change any or all of this information, send a mail message addressed to SUPPORT, advising us which information has changed and the effective date of such changes. We will respond, telling you how to send us this confidential information. *For security on your own PC, do not send the actual credit card number or verification code in a mail message, a copy of which is stored locally.*

Credit Limit

New accounts are granted an initial credit limit of \$500, after verification of credit. Your current credit limit is shown on your online AMIX statement, which cannot be viewed by other AMIX customers. If you need additional credit, send a message addressed to SUPPORT.

Credit Available

Credit available is the difference between your credit limit and the sum of your outstanding purchases and commitments. Current credit available is shown on your online AMIX statement.

Credit available is reduced by each purchase you make or other charge you incur. Also, each time you make a payment commitment by making a binding offer, agreeing to a binding offer, or purchasing a document on evaluation, the dollar value of that commitment reduces your available credit.

Credit available is increased when you make a payment to AMIX or when cleared sales of your own are credited to your account. Also, when a commitment is fulfilled or relieved for some other reason (expiration of a time limit or termination of the contract), your credit available is increased by that amount.

At no time is a customer permitted to make commitments that, together with the current balance payable to AMIX and other commitments currently in force, exceed the customer's credit limit.

Electronic vs. Hard Copy Statements of Account

Your statement of account, reflecting all transactions up-to-the-minute, is available online. In addition, you will receive a monthly statement via US Mail that shows all transactions and the balance in your account at the end of the monthly billing period. Both your online and hard copy statements will show all charges made to your account during the period, payments received by AMIX and made to you by AMIX during the period, all adjustments to your account, and (if you are a seller) credits made to your account for sales that have cleared. Both the online and hard copy statements are summarized monthly and year-to-date.

If you are a seller, there may be one difference between your online and hard copy statements at the end of the month: sales on hold. Sales on hold are reflected in the hard copy of the statement, but not in the online version of the statement.

Sales credited to a seller's account are placed on hold for 14 days, generally the period during which sales can be disputed by the buyer. Until this period has elapsed, the sale is not considered complete for accounting purposes. When this period has elapsed, the sale has cleared and the seller's portion of the sale proceeds will be credited to the seller's account and available for payment to the seller. If for any reason the transaction is reversed (through a refund or as a result of the dispute resolution process), the dollar amount associated with the transaction will be adjusted.

Statement entries

Every transaction to which you are a party appears as a separate line on your statement of account. Each connect session, each purchase and sale, each payment and receipt, and each adjustment is presented individually. Every transaction is associated with a unique transaction number, which is listed in the far left column of the statement entry.

IRS Form 1099

The Internal Revenue Code requires that companies report to the Internal Revenue Service payments to individuals and partnerships that exceed \$600 in a

calendar year for services rendered. It has been determined that the American Information Exchange Corporation is subject to these reporting requirements for payments made to sellers of information on the AMIX Service. Accordingly, if you are a seller, you will be required to provide your social security number or Federal Tax I.D. number for purposes of completing Form 1099.

If you are a seller on the AMIX Service, Form 1099 will be sent to you in January each year, with a copy to the IRS noting amounts earned by you using the AMIX Service totalling over \$600 during the previous calendar year. This reporting to the IRS is required under the Internal Revenue Code and is not an elective policy of the American Information Exchange Corporation.

Appendix B

AMIX Customer Agreement

Introduction

Welcome to the American Information Exchange Service ("AMIX Service"), a service of the American Information Exchange Corporation ("AMIX Corporation"), a subsidiary of Autodesk, Inc. Your use of the AMIX Service shall be governed by the terms and conditions of this Agreement. Please read each term carefully. You will be asked to approve of the terms of the entire Agreement after you fully read its terms. If you give your approval, you will have entered into a contract with AMIX Corporation, which contains certain rights and responsibilities. If you do not wish to be bound by the terms of this Agreement, please do not agree to it. You may review this Agreement at any time by reading the document "Policies & Prices" in the topic "AMIX Support, Policies, Prices." This Agreement is subject to change by AMIX Corporation at any time; changes are effective immediately upon notice to you.

Personal Information

Confidentiality

Before you access the AMIX Service, you will be asked to provide certain personal information including your name, address, telephone number and credit card or approved purchase order information. If you are a Seller, we will also need your Social Security number or Tax Identification number. We will not disclose this information to anyone else except as reasonably necessary to establish and maintain your account or as may be required by law.

Obligation to Provide Resume

Prior to becoming a Seller or publisher of any information on the AMIX Service (e.g., documents, consulting, comments or references), you will be required to publish your resume containing background information for examination by

other Customers. This information must be true and accurate; no pseudonyms or other false information may be used. You are required to update this information in order to keep it current and accurate.

Access to the AMIX Service

Use

The AMIX Service is an electronic marketplace through which you may buy or sell information or contract with other Customers to buy or sell consulting. The AMIX Service may be reached by a personal computer via a modem. You may gain access to your individually identified account through use of a password.

Identification and Use of Passwords

After your personal information is verified, AMIX Corporation will supply you with an Account Name and a temporary password, which you should change after signing on. You must keep your password strictly confidential and contact AMIX Corporation immediately if you suspect any loss, theft or unauthorized use of your Account Name or password. Until AMIX Corporation receives notice, by electronic or conventional mail, or by telephone at (415) 856-1234, of a breach of security, you will remain liable for any unauthorized use of the AMIX Service. If you forget your password, AMIX Corporation can issue a new password to you, but reserves the right to charge for this.

Access and Equipment

You will be responsible for providing all computer and communications equipment necessary to use the AMIX Service. The AMIX Service will be available during the hours stated on the service. Hours are subject to change without notice and service is subject to possible interruptions at AMIX Corporation's discretion. Unauthorized access to or use of the AMIX Service or the information provided by Customers of the AMIX Service is a breach of this Agreement and a violation of law.

Fees and Payment

New Account and Monthly Fee

Upon becoming a Customer, you will be charged a one-time New Account Fee for a copy of the AMIX New Account Package, which we will mail to you

following your assent to this Agreement. The new account fee covers monthly account fees for the first six months you are a customer. Thereafter, a monthly account fee will be charged according to the then-current pricing schedule.

Account Activity Fees

Each Customer is responsible for paying AMIX Service connect-time and I/O charges, information storage and retrieval fees, and any other account fees according to the then-current pricing schedule.

Paying for Documents and Consulting

Sellers are responsible for setting the prices for the documents they offer for sale through the AMIX Service. A "document" can include text files and binary files (including executable files). The maximum prices permitted for documents and consulting transactions are available online in the document "Policies & Prices." Fees for consulting are negotiated between Buyer and Seller.

Each Customer purchasing documents or consulting through the AMIX Service is responsible for paying all fees incurred by him/her. Purchases are automatically charged to Customer's account and, unless other arrangements have been made with AMIX credit department, will be charged to the Customer's credit card. In any event, a Customer is personally liable for all costs incurred by him/her. Failure of a bank to honor credit card charges does not free the Customer from this liability.

Following receipt of payment from the Buyer, AMIX Corporation will credit the Seller's account with the price paid by the Buyer, less the AMIX Corporation transaction fee. If you are a Seller your right to be paid is contingent upon AMIX Corporation's receipt of payment from the Buyer for your documents or consulting services.

You agree that whenever you publish information on the AMIX Service you will be bound by any contract formed and that any message using your Account Name and password transmitted on the AMIX Service will be deemed to have been originated, "signed", and "executed" by you, and the Account Name will be deemed your signature. You waive any claim that an enforceable contract was not formed as a result of such publication on the ground that the message was not "written" or "signed" or "executed" by you.

Transaction Fee

For each transaction completed on the AMIX Service, AMIX Corporation will retain a transaction fee based on AMIX Corporation's then-current fee schedule.

Telephone Charges

You are responsible for all telephone charges for the connection of your computer to the AMIX Service.

Credit Card Information

You may not purchase information on the AMIX Service using any expired, false or unauthorized credit card, and must promptly inform AMIX Corporation of any changes in the expiration date of your credit card or changes in your home or billing address.

Payment and Terms

You are responsible for payment of all fees incurred by you through use of the AMIX Service, including any taxes that may apply. Your use of the AMIX Service is subject to a credit limit established by AMIX Corporation. AMIX Corporation reserves the right to change the fees, or the credit or billing terms at any time upon notice to you.

Conditions on Offering Information

Warranty by Customer

You warrant that all information or materials you provide to AMIX Corporation or to any Customer through the AMIX Service will be accurate to the best of your knowledge, and will not infringe any copyright or patent, or violate any trade secret right belonging to any other person or entity. You further warrant that you will not submit, publish or display on the AMIX Service any defamatory, obscene, fraudulent or illegal material, or knowingly submit any computer program containing a virus of any kind. Customers are responsible for all information they send or display through the AMIX Service, and remain responsible even after termination of their account. You agree that you will indemnify and hold AMIX Corporation harmless from any liability, including reasonable attorneys' fees, arising from a claim that information placed by you on the AMIX Service violates this warranty.

License to Distribute Information

You hereby grant AMIX Corporation a worldwide, royalty-free, limited license (subject to your right as a publisher to withdraw material from sale) to copy and distribute to Customers, solely in connection with the provision of the AMIX Service, and under AMIX Corporation's then current Customer Agreement, any information or material you publish or place on the AMIX Service. AMIX Corporation retains a perpetual right to copy and to distribute material to an AMIX Customer who purchased or read it prior to withdrawal by the publisher.

Review and Removal of Information

AMIX Corporation has the right (but not the obligation) in its sole discretion to review material stored on the AMIX Service, except for private electronic mail. AMIX Corporation will not review private electronic mail unless required by law or at the request of a party to whom the correspondence was addressed. AMIX Corporation reserves the right to remove material which AMIX Corporation, in its sole opinion, determines or suspects violates any proprietary right of a third party or is defamatory, obscene, fraudulent, abusive, profane, threatening, or otherwise conflicts with AMIX Service policies. You acknowledge that any material published by you will be subject to such removal without notice or obligation from AMIX Corporation to you. Notwithstanding the above, AMIX Corporation shall have no obligation to review any information submitted by Customers for accuracy, appropriateness or legality. You shall have the right at any time, upon notice to AMIX Corporation, to remove from further publication or sale information you have published on the AMIX Service.

Right to Move Information

AMIX Corporation reserves the right to move a Seller's information from one market to another market on the AMIX Service, if in AMIX Corporation's sole opinion the second market is appropriate.

Notification of Misuse of AMIX Service

You agree to notify AMIX Corporation's Customer Support personnel if you discover that another Customer has published on the AMIX Service any information or material that you believe is illegal, defamatory (i.e., false and injurious statements about a person), fraudulent or threatening.

Conditions on Purchase and Use of Information

Use of Information

Subject to the terms and conditions of this Agreement and subject to your payment of the price specified, you as a Seller hereby grant to any Buyer, and you as a Buyer are granted from any Seller, a perpetual, personal license to download and make one electronic or printed copy for your personal use (plus one copy solely for back-up purposes, if necessary) of any material which the Buyer purchases for as long as the material is available on the AMIX Service. This means you may gain access on more than one occasion, without needing to repurchase, to any material you have already purchased. (AMIX Corporation reserves the right to archive infrequently accessed information and to charge a fee for retrieval of any information that has been archived). All information and materials provided to you are the sole property of AMIX Corporation or its publishers and are protected by copyright against unauthorized copying or distribution. You may not distribute to anyone else or modify any copies of information or material you receive, or remove any copyright notices from such copies without permission of the publisher.

Dispute Resolution

Buyer-Seller Disputes

All disputes arising out of the use or operation of the AMIX Service that arise between Sellers and Buyers shall be submitted to binding arbitration conducted by AMIX Corporation under the article "Resolution of a Dispute Between Customers", as may be modified by AMIX Corporation from time to time in its own discretion.

AMIX Corporation-Customer Disputes

All disputes arising out of the use or operation of the AMIX Service that arise between AMIX Corporation and customers shall be submitted to binding arbitration conducted in accordance with the article "Resolution of a Dispute Between Customer and AMIX", as may be modified by AMIX Corporation from time to time at its own discretion.

Limitation of Customer's Liability

IN NO EVENT WILL A CUSTOMER'S LIABILITY FOR DAMAGES TO ANOTHER CUSTOMER ARISING OUT OF THIS AGREEMENT EXCEED THE PRICE OF THE TRANSACTION AT ISSUE (INCLUDING ANY ARBITRATION FEES). AS A CUSTOMER YOU AGREE THAT NO CUSTOMER SHALL BE LIABLE TO YOU, UNDER ANY THEORY OF LIABILITY, FOR ANY COSTS OF PROCUREMENT OF SUBSTITUTE PRODUCTS OR SERVICES OR FOR ANY INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING FROM USE OF THE AMIX SERVICE. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

Software License

AMIX Corporation hereby grants to you a non-exclusive, royalty-free license to use the AMIX Access Software and documentation solely in connection with use of the AMIX Service. You agree not to disassemble, decompile or reverse engineer the AMIX Access Software. You may make and distribute copies of the AMIX Access Software and documentation to other persons who agree to be bound by the terms of this license.

Disclaimer of Warranty by AMIX Corporation

YOU EXPRESSLY AGREE THAT USE OF AND STORAGE OF INFORMATION IN THE AMIX SERVICE IS AT YOUR SOLE RISK. ALL INFORMATION PROVIDED THROUGH THE AMIX SERVICE IS SOLELY THE OPINION OF THE PUBLISHER PROVIDING SUCH INFORMATION. AMIX CORPORATION DOES NOT AND CANNOT GUARANTEE THE ACCURACY, LEGALITY, SAFETY OR USEFULNESS OF THE INFORMATION PUBLISHED ON THE AMIX SERVICE OR THAT THE AMIX SERVICE WILL BE EITHER UNINTERRUPTED OR FREE OF ERRORS OR COMPUTER VIRUSES. THE AMIX ACCESS SOFTWARE, THE AMIX SERVICE, AND ALL INFORMATION PROVIDED BY AMIX CORPORATION ARE PROVIDED ON AN "AS IS" BASIS, WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING BUT NOT LIMITED TO THOSE OF MERCHANTABILITY, NONINFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE), AND, EXCEPT AS PROVIDED IN THE SECTION ON LIMITATION OF CUSTOMER'S

LIABILITY, YOU ARE SOLELY RESPONSIBLE FOR ANY DAMAGES YOU INCUR AS A RESULT OF USING THE AMIX SERVICE OR THE INFORMATION OBTAINED BY SUCH USE.

Limitation of AMIX Corporation's Liability

ANY LIABILITY OF AMIX CORPORATION OF ANY KIND AND UNDER ANY THEORY SHALL BE STRICTLY LIMITED TO THE FEES PAID BY YOU TO AMIX CORPORATION FOR THE USE OF THE AMIX SERVICE IN THE PRECEDING SIX (6) MONTHS. IN NO EVENT SHALL AMIX CORPORATION BE LIABLE FOR DAMAGES RESULTING FROM CUSTOMERS' USE OF INFORMATION OBTAINED BY USING THE AMIX SERVICE, OR FOR ANY CONSEQUENTIAL, INCIDENTAL, EXEMPLARY OR SPECIAL DAMAGES RELATING TO THIS AGREEMENT OR USE OF THE AMIX SERVICE OR AMIX ACCESS SOFTWARE EVEN IF AMIX CORPORATION HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY PROVIDED HEREIN.

Termination

You may discontinue your use of the AMIX Service and terminate this Agreement at any time by notifying the AMIX Service Customer Support by electronic message or U.S. first class mail at:

American Information Exchange Corporation
Customer Support
2345 Yale Street
Palo Alto, CA 94306

Failure to comply with the terms and conditions of this Agreement may result in the immediate suspension or termination of your use of the AMIX Service. In addition, AMIX Corporation may terminate this Agreement and your use of the service for any reason at any time upon 10 days' notice. The obligations regarding payment for information, arbitration and the use of information and materials obtained through the AMIX Service will remain in effect after termination.

Notices

Notices from AMIX Corporation may be delivered to you by electronic message on the AMIX Service or by U.S. first class mail. Notices from you to AMIX Corporation may be delivered either through an electronic message sent to Customer Support or through U.S. first class mail. All Notices are effective upon the earlier of receipt or ten (10) days after sending. All notices to AMIX by U.S. first class mail must be sent to American Information Exchange Corporation, Customer Support, 2345 Yale Street, Palo Alto, California 94306.

Miscellaneous

This is the entire agreement between you and AMIX Corporation relating to the subject matter hereof. The waiver of a breach of any term shall in no way be construed as a waiver of any other term. AMIX Corporation shall have no liability for its failure to perform its obligations under this Agreement when due to circumstances beyond AMIX Corporation's reasonable control. This Agreement shall be governed by the laws of the State of California as they apply to contracts made and performed in California.

Appendix C

Buyer Policies

Buyer activities are further governed by the following policies:

PUBLISH A RESUME BEFORE PUBLISHING A COMMENT OR REFERENCE FOR THE FIRST TIME.

Buyers are not required to publish a resume in order to buy information on AMIX. However, one must publish a resume if one wishes to publish comments or references. The resume must be truthful and of sufficient length and detail to communicate depth and breadth of experience sufficient for someone who has never met you to obtain a fair perspective on your comments and references. Required: 15 lines; 30-60 lines strongly preferred, with a summary in the first 15 lines.

BUY A DOCUMENT BEFORE PUBLISHING A COMMENT ON IT.

BUY CONSULTING BEFORE PUBLISHING A REFERENCE ON THE CONSULTANT.

WHEN WRITING A COMMENT, DO NOT VIOLATE SELLER'S COPYRIGHT OR GIVE AWAY SELLER'S INFORMATION.

KEEP COMMENTS AND REFERENCES BRIEF AND BUSINESSLIKE IN TONE AND CONTENT.

Try to summarize your main point in the title. Maintain perspective and balance. Say what you believe is true—all comments and references are opinions of the publisher-author. Don't write anything which is libelous, or otherwise breaks the law. Comments are not for personal vendettas or shilling. (Don't pay a friend to write unjustified praise for you, or unjustified blame for a competitor.) Competitors and critics are welcome to write comments, provided they paid for the document they are commenting on, or the consulting they are

publishing a reference on.

ONE COMMENT PER BUYER PER DOCUMENT. ONE REFERENCE PER BUYER PER SELLER.

Comment and Reference Folders are not for interactive discussions. One comment is enough; if it becomes outdated, revise it. If it becomes irrelevant, withdraw it.

A COMMENT OR REFERENCE CAN BE WITHDRAWN BY BUYER AT ANY TIME.

However, individuals who previously obtained a comment or reference can still view it.

ADDRESS CONSULTING REQUEST TO APPROPRIATE SELLERS.

AMIX is not a place for junkmail. Requests should be relevant to the expertise of the market or sellers they are addressed to.

DON'T EXPECT ALL CORRESPONDENCE TO BE ANSWERED.

Correspondence has no reading fee attached. AMIX sellers are busy people. They may or may not reply to correspondence.

IF YOU PURCHASE A BINARY FILE, BOTH YOU AND THE SELLER ARE RESPONSIBLE FOR VIRUS CHECKING.

AMIX sellers must state in the intro to any document which contains a binary file what level of virus checking they have done or feel might be necessary. Please read this information before downloading and exporting to your hard disk any binary file. Only the seller, and not AMIX, is in a position to know what virus-risks there may be in such a file. Only the buyer, and not AMIX, is in a position to know what virus-risks the buyer may wish to take. Caveat emptor.

IF THE PAYMENT TERM IS "ON DELIVERY," AND IF YOU ARE NOT SATISFIED, YOU MUST BEGIN THE DISPUTE RESOLUTION PROCESS WITHIN 14 CALENDAR DAYS OF DELIVERY OR THE SALE IS FINAL. You can dispute any purchase On Delivery for 14 calendar days after notification was placed in your mailbox of the delivery. Regardless of when you last looked at your mailbox, all sales on delivery are final 14 calendar days after delivery of notification to your mailbox, even if you haven't signed on during that period.

IF THE PAYMENT TERM IS "ON EVALUATION," YOU MUST SEND A "STOP PAYMENT" MESSAGE WITHIN 30 CALENDAR DAYS OF DELIVERY

OR ELSE THE SALE IS FINAL.

This is true even if you haven't signed on during this period. After 30 days, payment is authorized and made automatically.

RIGHTS TO AND RESALE OF INFORMATION.

Seller may resell any information arising from consulting except the name of the buyer and any details or information provided by the buyer. This holds unless buyer and seller contract otherwise, via AMIX consulting mail. The buyer does not receive the right to resell a copy of information purchased on AMIX unless buyer and seller contract otherwise via the AMIX consulting process. A buyer may, however, purchase information on behalf of a single client. Buyers of documents may print one copy of purchased information and may contract with the seller for the right to print multiple copies. Buyers of documents containing software are purchasing the right to use one copy of the software, and may contract with the seller for the right to use multiple copies.

DEAL WITH DISPUTES AS SIMPLY, QUICKLY, AND REASONABLY AS POSSIBLE.

- Do not publish a comment or reference until your dispute is resolved.
- Follow the procedures described in "Resolution of a Dispute Between Customers," an article in the AMIX Support, Policies, Prices topic on AMIX.

Appendix D

Seller/Publisher Policies

Seller/Publisher activities are further governed by the following policies:

PUBLISH A RESUME BEFORE SELLING OR PUBLISHING.

This includes before listing oneself as seller in a market, making a consulting proposal or offer, or publishing a document. The resume must be truthful and of sufficient length and detail to communicate depth and breadth of experience sufficient for someone who has never met you to obtain reasonable perspective concerning your Documents, Consulting, Comments and References. Required: 15 lines; 30-60 lines strongly preferred, with a summary in the first 15 lines.

IRS FORM 1099.

The Internal Revenue Code requires that companies report to the Internal Revenue Service payments to individuals and partnerships that exceed \$600 in a calendar year for services rendered. Before AMIX can credit you with over \$600 of sales in one calendar year, you must provide AMIX Customer Support with your Social Security number or Federal Tax ID number for purposes of filing IRS Form 1099. AMIX will not withhold or remit estimated income taxes for sellers.

DEFINE APPROPRIATE TITLE.

A poor title wastes customers' time. Expect that the title may be clipped at the right margins, in some places. Make the first words in the title count.

COMPLETE APPROPRIATE INTRO BEFORE PUBLISHING DOCUMENT.

An insufficient intro wastes customers' time. Less than 15 lines is usually insufficient. The more expensive the document, the more detailed its intro should be.

LIST DOCUMENTS, AND YOURSELF AS A CONSULTANT, ONLY IN RELEVANT MARKETS.

Market Managers will unlist a document if it is not clearly relevant to their markets. Market Managers may choose to unlist a seller who fails to meet requirements for being a seller in that market. See the Market's intro for

requirements for documents and consultants.

A DOCUMENT CAN BE WITHDRAWN FROM PUBLICATION BY A SELLER AT ANY TIME.

Previous purchasers still have the ability to access and re-read the document.

RESPOND TO ALL CONSULTING REQUESTS ADDRESSED TO YOU PERSONALLY.

If you decline, state a reason. This is minimum courtesy to buyers. You need not respond to requests sent to a group rather than to you by name. If you believe a buyer is acting inappropriately, let the Market Manager or Customer Support know this.

IF YOU SELL A BINARY FILE, YOU ARE RESPONSIBLE FOR VIRUS CHECKING.

AMIX sellers must state in the intro to any document which contains a binary file what level of virus checking they have done or feel might be necessary. Only the seller, and not AMIX, is in a position to know what virus-risks there may be in such a file. This includes both viruses associated with the file's source and viruses which may have spread to the file on the seller's PC, prior to importing the file into AMIX. AMIX expects to have "contract" virus checkers available in the services market, but does not warrant their availability, or effectiveness, or prices.

DEAL WITH DISPUTES AS SIMPLY, QUICKLY, AND REASONABLY AS POSSIBLE.

- Avoid disputes by being accurate and explicit in introduction, resume, and consulting messages.
- Seller is required to respond to buyer requests for refund or other satisfaction in businesslike way.
- Seller may seek relaxed terms from buyer, via a discussion consulting message.
- If a dispute occurs, follow the procedure described in "Resolution of a Dispute Between Customers," an article in the AMIX Support, Policies, Prices topic on AMIX.

DO NOT VIOLATE COPYRIGHT OF ANY PERSON, ON OR OFF AMIX.

RESELLABILITY OF CONSULTING.

Seller may not resell information provided by buyer without buyer's permission.

But seller may resell all other information or expertise arising from consulting, unless otherwise stated in the consulting contract.

AMIX RESERVES THE RIGHT TO REMOVE ANY INFORMATION AND TO SUSPEND OR TERMINATE AN ACCOUNT AT ANY TIME.

SELLER RECEIPTS ARE CONTINGENT ON BUYER PAYMENT.

If the buyer fails to pay AMIX for a purchase from a seller, the seller is not due payment from AMIX unless and until AMIX collects from the buyer. AMIX will use reasonable efforts to collect payments due from buyers, but does not guarantee that collection will occur, or when payment will occur.

As part of the Dispute Resolution process, an arbitrator may require the seller to refund payment or grant a full or partial credit to the buyer for any sale.

Appendix E

Dispute Resolution

Resolution of a Dispute Between Customers

Any controversy or claim arising out of or relating to the sale or exchange of information, products or services between AMIX Customers (Buyer-Seller, Seller-Seller, Buyer-Buyer) using the AMIX Service will be resolved as described in this document.

Introduction

AMIX's dispute resolution process is designed for the convenience of Customers. It is intended to be fast, efficient and cost effective, trading off several factors:

- Buyer's desire to have a minimum period to review information purchased.
- Seller's desire to be paid as soon as possible.
- AMIX's desire to minimize customer and employee time spent resolving disputes.
- Everyone's desire to minimize the frequency and costs of disputes.

It is important to recognize that AMIX's dispute resolution process is intended to minimize costs of all concerned on average. Disputes are normal to life; keeping the time and monetary costs of disputes down will keep AMIX prices lower than would otherwise be possible. Thus AMIX and its customers explicitly agree to streamline the process here, in order to keep costs affordable.

See also the Articles "Buyer Policies" and "Seller/Publisher Policies" contained in the AMIX Document "POLICIES". These both contain brief summaries of AMIX policies, e.g., concerning the obligations of customers to behave in a businesslike

fashion and to attempt to prevent disputes by proper use of titles, introductions, resumes, comments, and references.

Definitions, Assumptions and Notes

1. Unless stated otherwise, all time periods are stated in terms of calendar days, NOT business days. (Also, each day is a full 24 hours; so 1 day is from 12AM to 12AM, not from 9AM to 5PM.)
2. All dispute-related communications are expected to be kept brief, fewer than 500 words.
3. Readers of dispute-related information on AMIX may include:

"Initiator" Party initiating concern or complaint; normally a buyer, but may be seller, e.g., concerned about copyright or comments.

"Respondent" Party responding to Initiator's concern or complaint.

Note: Initiator and Respondent are the "parties" to the dispute.

"Member of AMIX Group DISPUTES"

All dispute-related correspondence should be addressed initially to the parties involved, plus the Group "DISPUTES." This makes it possible for AMIX to know there is a dispute in process, and to prepare to assist or have the dispute arbitrated.

"Assistant" Person designated by AMIX to assist disputing parties to resolve the dispute.

"Arbitrator" Person designated by AMIX to arbitrate the dispute.

4. Three phases of a Dispute:
Phase 1: "Between-the-parties." The parties attempt to resolve issues.
Phase 2: "AMIX Assistance." An AMIX employee or contractor assists.
Phase 3: "Binding Arbitration." AMIX arbitrator resolves dispute.

5. **Illegal activities.** If Initiator's complaint involves a claim of illegal activity, then Initiator should create a Correspondence Letter and send it to "SUPPORT." SUPPORT (AMIX Customer Support) will contact Initiator regarding subsequent steps.
6. **Violations of AMIX policies.** If Initiator's complaint involves a claim that Respondent has acted contrary to AMIX business policies, Initiator should create a Correspondence Letter addressed to both "DISPUTES" and to the Respondent, and go straight to Phase 2 (AMIX Assistance).
7. **Non-AMIX email communications.** If either party to a dispute is unable to access the AMIX Service, correspondence may be conducted in writing, via fax or express delivery. AMIX will not give out phone numbers or addresses of parties to a dispute without their written consent.
8. **14-Day Review Period for "On Delivery" Purchases.** For a Document or Consulting purchased "On Delivery," a Buyer has 14 days from the date of the delivery to express a concern or complaint to the Seller, otherwise the sale is final. In the case of Consulting, this means that even if the Buyer fails to connect to AMIX and obtain the delivered Consulting during the 14-day review period, the sale is nevertheless final at the end of 14 days. If a Buyer does not expect to check AMIX email during an extended period (such as during a vacation), wishes to issue a Consulting Request prior to departure, but wants to preserve the 14-day review period, buyer can specify in the Request that seller should not make delivery during the specified period.

Note: The 14-Day Review Period for "On Delivery" purchases can cause the Phase 1 Start-Date to be up to 14 days after the date on which delivery occurred.

Phase 1: "Between the parties"

Customers attempt to settle potential dispute themselves

Phase 1 requires direct contact (normally via AMIX email) with the other customer. Neither AMIX Corporation nor anyone else not party to the potential dispute is involved in Phase 1.

Steps of Phase 1:

- 1.1 Initiator creates an AMIX Correspondence Letter to Respondent explaining nature of concern or complaint, and where possible, stating desired remedy (e.g., full or partial refund, additional work, withdrawal of or revised language for a comment or reference).

Note: This Correspondence **must** be addressed to both Respondent and the AMIX Group "DISPUTES." It should be fewer than 500 words. The date and time this message is sent is called the "Start-Phase 1 Date."

- 1.2 Send letter.

Note: Initiator is advised to check and respond to dispute-related email every business day until the dispute is resolved. Initiator is required to check and respond to dispute-related email at least once every 7 calendar days until the dispute is resolved. Failure to do this may result in cancellation of the dispute.

- 1.3 Within 7 calendar days of receipt of Notification of Potential Dispute, or within 14 calendar days from when the Notification was originally sent by Initiator, whichever is earlier, Respondent must review Initiator's stated concerns and send a Reply of less than 500 words which constitutes one of the following:

- an agreement to comply with Initiator's proposed remedy, if any;
- a proposal of a potentially satisfactory full or partial settlement;
- a reasoned explanation of why the Respondent is unwilling to settle.

This Reply, and all subsequent Replies, should be part of the same AMIX Correspondence Item which contained the Initiator's initial Letter. To ensure this, use Mail Create Reply when composing the message, and select "All Recipients" from the submenu.

Note: Respondent is advised to check and respond to dispute-related email every business day until the dispute is resolved. Respondent is required to check AMIX email at least

once every 7 calendar days until the dispute is resolved. Failure to do this may result in loss of the dispute.

- 1.4 If Initiator does not receive a reply from Respondent within 7 calendar days, Initiator should create a Revision of the initial letter, title it "2nd Try," and send it. "DISPUTES" will then begin attempts to contact Respondent via telephone or fax and thereby provide Notification of Potential Dispute.
- 1.5 If, after 14 calendar days from the Phase 1 Start-Date, Initiator has not heard from Respondent, or if Initiator has heard from the Respondent, but despite efforts of both parties, has not received a satisfactory settlement proposal, Initiator may drop the matter, or proceed to Phase 2. If Initiator has not proceeded to Phase 2 within 21 days of the Phase 1 Start-Date, **the dispute is automatically canceled and cannot be revived later** (unless it involves illegal activity or activity contrary to AMIX's business policies).
- 1.6 If Initiator receives a satisfactory settlement proposal from Respondent within 14 calendar days from Phase 1 Start-Date, Initiator must send a reply agreeing to the settlement within 7 calendar days of the date of the settlement proposal. If there is no response from Initiator within 7 calendar days, Respondent may assume proposed settlement is satisfactory and must implement.

The Initiator's reply should be part of the same AMIX Correspondence Item that contained the Initiator's initial request.

Note: Initiator may not add any new requirements to the settlement at this point. (A suggestion is acceptable.)

- 1.7 Both Initiator and Respondent must implement agreed actions within 7 calendar days of the settlement.

Phase 2: AMIX Assistance

AMIX Provides assistance to help customers resolve dispute.

Phase 2 enlists the assistance of an AMIX employee or contractor to help the parties work out a voluntary settlement.

Steps of Phase 2:

- 2.1 Initiator must send a Reply to All Recipients entitled "Seek Assistance" within the same Correspondence Item started in Phase 1; this message must be sent by email and should be fewer than 100 words. The Date and Time on this message is the "Phase 2 Start-Date."
- 2.2 When the "Seek Assistance" Reply is received, "DISPUTES" will place a hold on payment for the transaction, and designate an AMIX employee or contractor (the "Assistant") to act as an assistant to help the parties reach an agreement.
- 2.3 Assistant will review the correspondence from Phase 1 and Phase 2 and will begin attempts to help the parties arrive at an agreeable settlement via email. The Assistant acts in an advisory capacity only. The Assistant is free to seek advice from anyone, and to spend as much or as little time as the matter warrants, and give the matter appropriate priority as the Assistant deems reasonable.

Assistant has the authority and power to read any information stored on AMIX which has been at any time readable by a party to the dispute, and which is related to the dispute in the Assistant's sole judgment.

Assistant may make one request each to Initiator and Respondent for additional information, with answers not to exceed 100 words. Assistant must send at least one message to both parties within 10 days of the beginning of Phase 2, either proposing a settlement, or stating that it is now up to the parties to drop the dispute or choose to have the dispute arbitrated.

Assistant can also, at the request of either party, allow the dispute to move directly to Phase 3, Binding Arbitration, in less than 10 days, but is not obligated to do so.

- 2.4 Within 7 calendar days of the sending of the Assistant's proposal, or earlier if Assistant has contacted the parties by telephone and made special arrangements, both Initiator and Respondent must review the Assistant's proposal and send a Reply to All Recipients of less than 100 words which constitutes either:
- an agreement to accept the Assistant's proposal;
 - a reasoned explanation of why the party is unwilling to accept this proposal stating what alternative, if any, would be acceptable.

This reply should be part of the same AMIX Correspondence Item that contained the Initiator's initial Letter.

It is important that the parties not add any new requirements to the Assistant's proposed settlement at this point. (A suggestion is acceptable.)

- 2.5 Initiator can choose at any time to drop the dispute by sending a Reply to All Recipients titled "Remove Hold Payment" within 7 calendar days of the Assistant's proposal. If Initiator drops the matter, it cannot be revived later (except if it involves illegal activity or activity contrary to AMIX's business policies).
- 2.6 If both parties agree to the Assistant's proposal, Initiator and Respondent must each implement agreed actions by the dates stated in the Assistant's proposal, or, if dates are not specified, within 14 calendar days of the sending of the Assistant's proposal.
- 2.7 7 calendar days after the Assistant's proposal has been sent, if neither party has agreed to the Assistant's proposal and requested that the dispute go to Phase 3, Binding Arbitration, the dispute is automatically canceled and cannot be revived later. If within the 7 calendar-day period the Initiator has sent a reply "Remove Hold Payment", the dispute will be considered resolved.

Phase 3: Binding Arbitration

Phase 3 involves resolution of the dispute through binding arbitration.

Binding Arbitration of a Dispute Between Customers

Any controversy of claim arising out of or relating to the sale or exchange of information, products, services, or on-line comments between AMIX Customers (Buyer-Seller, Seller-Seller, Buyer-Buyer), while using AMIX online service, and not resolved in either Phase 1 or Phase 2, shall be resolved by Binding Arbitration, according to the Rules described below.

These Rules may be revised by AMIX at any time, at its sole judgment. Notification of revision of these rules, as with other changes in AMIX policies, will be made via AMIX email.

Steps of Phase 3:

- 3.1 A Reply to All Recipients requesting Binding Arbitration from either party within 7 calendar days of the sending of the Assistant's proposal in Phase 2 defines the Phase 3 Start-Date.

Upon receipt of Reply requesting Binding Arbitration by AMIX Customer Support, an Arbitrator will be assigned to resolve the dispute.

Note: Arbitrator has the authority and power to read any information stored on AMIX which has been at any time readable by a party to the dispute, and which is related to the dispute in the Arbitrator's sole judgment.

Arbitrator may obtain information from any source, and may spend as much or as little time studying earlier messages as is deemed reasonable in Arbitrator's sole judgment.

- 3.2 Within 7 calendar days of the Phase 3 Start-Date, both parties should review the current Rules for Binding Arbitration of a Dispute Between Customers, and send a Reply to All Recipients titled "Final Summary" within the Correspondence started in Phase 1. The Final Summary message may simply refer to earlier

messages, or may restate the parties' claims and recommendations. The Final Summary must be fewer than 250 words.

- 3.3 Within 14 calendar days from Phase 3 Start-Date, Arbitrator may make one request each to Initiator and Respondent for additional information, with answers not to exceed 250 words. Answers to Arbitrator's request for information are due within 7 calendar days. If these answers are not received within 7 calendar days for any reason, Arbitrator is nevertheless empowered to make a decision based on the other information available.
- 3.4 Arbitrator will issue an award within 28 days from the Phase 3 Start-Date, and the award is binding on all parties. The award does not need to be explained by the Arbitrator.
- 3.5 Initiator and Respondent are required to carry out the Arbitrator's award within 7 calendar days of the Arbitrator's decision. AMIX Customer Service may choose to implement the award immediately at its sole discretion and judgment.

Rules for Binding Arbitration of a Dispute Between Customers

Appointment of Arbitrator

Arbitrator will be appointed by American Information Exchange Corporation within 7 calendar days of the Phase 3 Start-Date. Any Arbitrator appointed by AMIX Corporation will be trained in the AMIX arbitration process and will be familiar with the AMIX Corporation policies and procedures for Resolution of a Dispute Between Customers.

AMIX will not knowingly appoint as Arbitrator anyone who has a direct financial interest in the outcome of the dispute or in the business affairs of any of the parties. Arbitrators are required by AMIX to decline to arbitrate any dispute in which they knowingly have a direct conflict of interest.

If an Arbitrator declines an appointment, or becomes incapable of proceeding with an arbitration, AMIX Corporation has the power to appoint a replacement Arbitrator; such replacement Arbitrator will have the same powers as if originally appointed.

Power of Arbitrator

Should either party refuse or neglect to furnish Arbitrator with any information as specified in these Rules, the Arbitrator is empowered by all parties to proceed *ex parte* (without assistance of one of the parties).

Only disputes involving use of the AMIX Service may be arbitrated.

Only information which is available on the AMIX Service will be a part of the arbitration with the exception that if either party is unable to use the AMIX Service, correspondence may be conducted via fax or overnight mail.

Arbitrator has the authority and power to read any information stored on AMIX which has been at any time readable by a party to the dispute, and which is related to the dispute in the Arbitrator's sole judgment.

Discovery proceedings are not permitted under these arbitration Rules.

Location for Proceedings

The arbitration, including the rendering of the award, will be deemed to take place at AMIX Corporation corporate headquarters.

Notification of the Arbitrator's decision will be sent to parties and to AMIX Customer Support via AMIX email. If a party no longer has an AMIX account, notification will be delivered by AMIX Customer Support via fax or mail.

Successor Parties

The arbitration proceeding need not be terminated, accelerated or delayed by the death or incapacity of a party to the dispute; the executor or administrator of a dead or incapacitated party will be deemed a successor party to the arbitration, and the Arbitrator may proceed as if such death or incapacity had not occurred. The judgment of the Arbitrator regarding whether and how to take death or incapacity of one of the parties into account is final.

Arbitration Fee

The Arbitration Fee, as defined in AMIX's price schedule in effect at the time of the Phase 3 Start-Date, will be borne and paid as the Arbitrator directs. AMIX Corporation will define and pay Arbitrator's compensation by mutual agreement with the Arbitrator; this compensation may differ from the fee charged to the Customer.

Award

The award of the Arbitrator will be made within 28 calendar days from the Phase 3 Start-Date and will be final and binding upon the parties, who agree that each will faithfully abide by and perform any award rendered by the Arbitrator, and that a judgment may be entered upon the award in any court having jurisdiction.

Damages and amount of award are limited to the purchase cost of the Document of consulting, plus the Arbitration Fee. No punitive damages may be awarded by Arbitrator.

The amount of the award, plus arbitration fee, will be charged to the appropriate Customer's account immediately upon decision by Arbitrator.

Resolution of a Dispute Between Customer and AMIX

Any controversy or claim arising out of or relating to the sale or exchange of information, products or services brought by an AMIX Customer (Buyer or Seller) against the AMIX Corporation will be resolved as described in this document.

Introduction

AMIX's dispute resolution process is designed for the convenience of Customers. It is intended to be fast, efficient and cost effective, trading off several factors:

- Customer's desire for prompt and appropriate resolution.

- AMIX's desire to minimize customer and employee time spent resolving disputes.
- Everyone's desire to minimize the frequency and costs of disputes.

It is important to recognize that AMIX's dispute resolution process is intended to minimize costs of all concerned on average. Disputes are normal to life; keeping the time and monetary costs of disputes down will keep AMIX prices lower than would otherwise be possible. Thus AMIX and its Customers explicitly agree to streamline the process here, in order to keep costs affordable.

See also the Articles "Buyer Policies" and "Seller/Publisher Policies" contained in the AMIX Document "POLICIES." These both contain brief summaries of AMIX policies, e.g., concerning the obligations of Customers to behave in a businesslike fashion and to attempt to prevent disputes by proper use of titles, introductions, resumes, comments, and references.

Definitions, Assumptions and Notes

1. Unless stated otherwise, all time periods are stated in terms of calendar days, NOT business days. (Also, each day is a full 24 hours; so 1 day is from 12AM to 12AM, not from 9AM to 5PM.)
2. All dispute-related communications are expected to be kept brief, fewer than 500 words.
3. Readers of dispute-related information on AMIX may include:

"Customer" Customer initiating concern or complaint.

"AMIX" AMIX Corporation, the party responding to Customer's concern or complaint.

Note: Customer and AMIX are the "parties" to the dispute.

"Member of AMIX Group DISPUTES"

Customer's dispute-related correspondence should be addressed to the Group "DISPUTES."

"Arbitrator" Person agreed upon by Customer and AMIX to arbitrate the dispute.

4. Two phases of a Dispute:
Phase 1: "Between-the-parties"—Customer and AMIX attempt to resolve issues.
Phase 2: "Binding Arbitration"—Arbitrator resolves dispute.
5. Non-AMIX email communications. If the Customer who is party to a dispute is unable to access the AMIX Service, correspondence may be conducted in writing, via fax or express delivery.

Phase 1: Between the parties Customer and AMIX attempt to settle potential dispute themselves

Steps of Phase 1:

- 1.1 Customer creates an AMIX Correspondence Letter to AMIX explaining nature of concern or complaint, and where possible, stating desired remedy (e.g., full or partial refund).

Note: This Correspondence should be fewer than 500 words. The date and time this message is sent is called the "Start-Phase 1 Date."

- 1.2 Send letter to "DISPUTES."

Note: Customer is advised to check and respond to dispute-related email every business day until the dispute is resolved. Customer is required to check and respond to dispute-related email at least once every 7 calendar days until the dispute is resolved. Failure to do this may result in cancellation of the dispute.

- 1.3 Within 14 calendar days from when the Notification was originally sent by Customer, AMIX must review Customer's stated concerns and send a reply of less than 500 words which constitutes one of the following:
 - an agreement to comply with Customer's proposed remedy, if any;
 - a proposal of a potentially satisfactory full or partial settlement;

- a reasoned explanation of why AMIX is unwilling to settle.

This Reply will be part of the same AMIX Correspondence Item which contained the Customer's initial Letter.

1.4 If, after 14 calendar days from the Phase 1 Start-Date, Customer has not received a satisfactory settlement proposal Reply, Customer may drop the matter, or proceed to Phase 2. If the Customer drops the matter, it cannot be revived later.

1.5 If Customer receives a satisfactory settlement proposal from AMIX within 14 calendar days from Phase 1 Start-Date, Customer must send a reply agreeing to the settlement within 7 calendar days of the date of the settlement proposal. If there is no response from Customer within 7 calendar days, AMIX may assume proposed settlement is satisfactory and must implement.

The Customer's Reply should be part of the same AMIX Correspondence Item which contained the Customer's initial message.

Note: Customer may not add any new requirements to the settlement at this point. (A suggestion is acceptable.)

1.6 Both Customer and AMIX must implement agreed actions within 7 calendar days of the settlement.

Phase 2: Binding Arbitration

Binding Arbitration of a Dispute Between Customer and AMIX

Any controversy or claim arising out of or relating to the sale or exchange of information, products or services brought by an AMIX Customer (Buyer or Seller) against the AMIX Service, and not resolved in Phase 1, shall be resolved by Binding Arbitration, according to the Rules described below.

These Rules may be revised by AMIX at any time, at its sole judgment. Notification of revision of these rules, as with other changes in AMIX policies, will be made via AMIX email.

Steps of Phase 2:

- 2.1 A Reply requesting Binding Arbitration from either party, within 21 calendar days of Phase 1 Start-Date defines the Phase 2 Start-Date.

Upon generation or receipt of request for Binding Arbitration by AMIX Customer Support, a list of Arbitrators trained in the AMIX arbitration process will be sent to the Customer. Customer must select one from among this list to serve as Arbitrator to the dispute.

Note: Arbitrator has the authority and power to read any information stored on AMIX which has been at any time readable by a party to the dispute, and which is related to the dispute in the Arbitrator's sole judgment.

Arbitrator may obtain information from any source and may spend as much or as little time studying earlier messages as is deemed reasonable in Arbitrator's sole judgment.

- 2.2 Within 7 calendar days of the Phase 2 Start-Date, both parties should review the current Rules for Binding Arbitration of a Dispute Between Customer and AMIX, and send a reply titled "Final Summary" within the Correspondence started in Phase 1. The Final Summary message may simply refer to earlier messages, or may restate the parties' claims and recommendations. The Final Summary must be fewer than 250 words.
- 2.3 Within 14 calendar days from Phase 2 Start-Date, Arbitrator may make one request each to Customer and AMIX for additional information, with answers not to exceed 250 words. Answers to Arbitrator's request for information are due within 7 calendar days. If these answers are not received within 7 calendar days for any reason, Arbitrator is nevertheless empowered to make a decision based on the other information available.
- 2.4 Arbitrator will issue an award within 28 days from the Phase 2 Start-Date, and the award is binding on all parties. The award does not need to be explained by the Arbitrator.

- 2.5 Customer and AMIX are required to carry out the Arbitrator's award within 7 calendar days of the Arbitrator's decision. AMIX Customer Service may choose to implement the award immediately at its sole discretion and judgment.

Rules for Binding Arbitration of a Dispute Between Customer and AMIX

Selection of Arbitrator

A list of potential Arbitrators will be sent to the Customer by AMIX Corporation within 7 calendar days of the Phase 2 Start-Date. Any Arbitrator listed by AMIX Corporation will be trained in the AMIX arbitration process and will be familiar with the AMIX Corporation policies and procedures for Resolution of a Dispute Between Customer and AMIX.

AMIX will not knowingly list as a potential Arbitrator anyone who has a direct financial interest in the outcome of the dispute or in the business affairs of any of the parties. Arbitrators are required by AMIX to decline to arbitrate any dispute in which they knowingly have a direct conflict of interest.

If an Arbitrator declines the selection, or becomes incapable of proceeding with an arbitration, the Customer may select a replacement Arbitrator from AMIX's list; such replacement Arbitrator will have the same powers as if originally appointed.

Power of Arbitrator

Should either party refuse or neglect to furnish Arbitrator with any information as specified in these Rules, the Arbitrator is empowered by all parties to proceed *ex parte* (without assistance of one of the parties).

Only disputes involving use of the AMIX Service may be arbitrated.

Only information that is available on the AMIX Service will be a part of the arbitration with the exception that, if Customer is unable to use the AMIX Service, correspondence may be conducted via fax or overnight mail.

Arbitrator has the authority and power to read any information stored on AMIX which has been at any time readable by a party to the dispute, and which is related to the dispute in the Arbitrator's sole judgment.

Discovery proceedings are not permitted under these arbitration Rules.

Location for Proceedings

The arbitration, including the rendering of the award, will be deemed to take place at AMIX Corporation corporate headquarters.

Notification of the Arbitrator's decision will be sent to Customer and to AMIX Customer Support via AMIX email. If Customer no longer has an AMIX account, notification will be delivered by postal mail.

Successor Parties

The arbitration proceeding need not be terminated, accelerated or delayed by the death or incapacity of a party to the dispute; the executor or administrator of a dead or incapacitated party will be deemed a successor party to the arbitration, and the Arbitrator may proceed as if such death or incapacity had not occurred. The judgment of the Arbitrator regarding whether and how to take death or incapacity of one of the parties into account is final.

Arbitration Fee

The Arbitration Fee, as defined in AMIX's price schedule in effect at the time of the Phase 2 Start-Date, will be borne and paid as the Arbitrator directs. AMIX Corporation will define and pay Arbitrator's compensation by mutual agreement with the Arbitrator; this compensation may differ from the fee (if any) charged to the Customer.

Award

The award of the Arbitrator will be made within 28 calendar days from the Phase 2 Start-Date and will be final and binding upon the parties, who agree that each will faithfully abide by and perform any award rendered by the Arbitrator, and that a judgment may be entered upon the award in any court having jurisdiction.

Damages and amount of award are limited to the actual cost incurred by Customer or AMIX, plus the Arbitration Fee. No punitive damages may be awarded by Arbitrator.

The amount of the award, plus arbitration fee, will be charged to the appropriate party immediately upon decision by Arbitrator.

INDEX

- About AMIX command 122
- Acceptance command 122
- Access Control 122
- Access Index 126
- Access Rights 123
 - Author 125
 - CommentOnly 125
 - Contributor 125
 - Editor 125
 - for buying 123
 - for selling 124
 - Groups
 - Librarian 125
 - Manager 125
 - None 125
 - Owner 124
 - Publisher 124
 - ReadOnly 125
 - transfer of 126
- Account Name 54-55
- Accounting 162
- Add Access command 91, 127
- Address by Notebook command 54, 70, 110, 1272
- Advanced Features command 127
- Agreement command 127
- All Recipients command 55, 128
- AMIX Access software
 - automatic disconnect 147
 - backup 148
 - changing connect preferences 26
 - changing display preferences 27
 - connecting to host 27
 - configuring 23
 - database recovery 148

- Demo 29-30
- files 22
- hard disk storage 21
- hardware requirements 20
- installing 22
- keys 41-42
- log file 148
- phone numbers 23-25
- quitting 26
- running under Windows 28
- security 30
- starting 22
- structure of 38
- using current version 29
- version number 29
- AMIX Buyer Policies 175
- AMIX Customer Agreement 166
- AMIX mail, *see* Mail
- AMIX screen 35
 - contents 36
 - current entry 37
 - current Item 36
 - current Section 36
 - function keys 37
 - menu bar 35
 - row cursor 37
 - taxi meter 37
- AMIX Seller/Publisher Policies 178
- AMIX Service
 - billing 162
 - credit available 163
 - credit limit 163
 - pricing 32, 162
 - setting up an account 20
 - Statement 156, 164
- Announcement command 128
- Archive 128
 - mail 56, 128
 - statement 128

- Archive Entries command 56, 129
- Archives Folder 56, 129
- Articles Folder 129
- Author 91, 92
- Author command 129
- Back command 129
- Billing 162
- Bonus/Refund command 69, 130
- Change Access Rights command 130
- Change Password 31
- Change Password command 130
- Citations Index 130
- Clear command 130
- Comment 131
 - publish 47-49
 - revise 49-50
 - withdraw 50
- Comments Folder 131
- Configuration, *see* AMIX Access Software
- Connect command 60, 131
- Consultant
 - listing yourself as 98
 - publishing a reference on 100-103
- Consultants Index 98, 131
- Consulting 61-81, 142
 - Acceptance 65, 69, 78
 - Agreement 64, 68, 76
 - Agreements (Contracts) 66
 - Binding Offer 65
 - Bonus 69, 79
 - Closing Date 67
 - Delivery 65, 68
 - Discussion 67, 76
 - End Negotiation 68, 77
 - examples 69-81
 - how it works 62
 - late deliveries 78
 - Maximum Number of Contracts 67
 - message screen 63

- messages, types of 66
- nonbinding discussion 76
- offer 76
- Refund 69, 79
- Refusal 69, 78
- Termination 68
- Contacts Notebook 107
- Copy command 131
- Copyright 85, 89
- Correspondence 142
- Create Article command 84, 92, 132
- Create Comment command 49, 132
- Create Reference command 101, 132
- Create Reply command 132
- Create Revision command 49, 60, 92, 97, 102, 132
- Create Suggestion command 133
- Credit card 28, 169
- Customer Support 20, 32-33, 133
- Cut command 133
- Delete Original command 133
- Delivery command 72, 134
- Demo 29-30
- Discard My Copy command 56, 134
- Disconnect command 134
- Discussion command 134
- Discussions Index 135
- Disk Cache 21
- Display command 135
- Dispute resolution, *see* Problems
- Document 142
 - Articles 84
 - buying 43-46
 - creating for sale, advanced techniques 90-93
 - creating for sale, basic techniques 82-89
 - commenting on 47-50
 - evaluating before purchase 44
 - footnotes 94-95
 - Introduction 83-84
 - legal aspects of publishing 88

- listing 86-88
- non-text 44
- price 84
- publishing 86, 88
- revising 96-97
- shortname 84
- terms 84
- title 84

Documents Index 135

Downloaded Copies Notebook 106

Draft Items Notebook 84, 106

Draft Sections Notebook 84, 106

Editor 92

Editorial Assistant 92

Embedded File command 84, 135

End Negotiation command 135

Evaluate Purchase command 136

Exit command 136

Expand Workspace command 87, 99, 136

Export File command 112-116, 136

Find Item command 91, 136

Footnotes 94-95

Footnotes Index 95, 137

Forward Message command 55, 137

Function keys 37, 41

Graphics command 84, 137

Groups 137, 141

- access rights 137
- addressing mail to 139
- members 137-8

Help 139

History 148

- lines 148
- save 148

History command 139

Import File command 54, 60, 84, 92, 112-114, 140

Installation 22

Introduction 140

Item Information 140

- Items 140
- Letter command 143
- Keys 41-42
- Links 39
 - add to Notebook 108
 - delete from Notebook 109
 - general 108
 - specific 109
- List Lower in Upper command 87, 95, 99, 143
- Listing
 - document 86-88
 - yourself as a consultant 98-99
- Local database
 - backing up 118
 - controlling the size of 117
 - file management 118
 - transferring to another PC 119-120
- Lockword 31
- Mail 51-57
 - archive 56
 - create 53
 - forward 55
 - read 52
 - reply 54-55
 - send 54
 - thread 53
- Mailbox 52, 143
- Market Manager 144
- Markets 141
- Me command 144
- Members Index 144
- Memberships Index 144
- Memo command 144
- Messages Folder 144
- Microsoft Windows 28
- Mirror command 145
- Modem 22, 25
- Modem Configuration command 145
- Nav by Notebook command 109, 110, 145

- Navigate menu 40
- Navigation 39
 - by Notebook 109-110
- New Consulting command 70, 145
- New Correspondence command 53, 145
- New Document command 83, 146
- New Notebook command 109, 146
- Next command 146
- Notebooks 104-111, 142, 146
 - add a link 108
 - address by 54, 70, 110, 127
 - create 109
 - delete a link 109
 - general purpose 106-107
 - how to use 104-111
 - navigate by 109-110
 - special purpose 105-106
- Notebooks command 107, 146
- Notebooks Folder 105
- Notifications Index 147
- Online mail indicator 147
- Password 30
 - change 31
- Paste command 147
- Path to Top command 147
- Personal command 147
- Preferences command 148
 - Advanced Features 127
 - Personal 147
 - Security 155
 - Timezone & User 158
- Previous command 148
- Previous Session History Notebook 106
- Print command 149
- Prior Versions Folder 149
- Problems
 - dispute resolution 80, 171, 181-98
 - Renegotiation of consulting terms 79
 - Termination of consulting contract 68, 80

- Profile 141, 149
 - how to get to your 149
 - security 30
 - someone else's 150
- Proposal (Sell) command 66, 151
- Publish command 151
- Publish Comment command 49
- Publish Document command 86, 87
- Publish Reference command 102
- Publish Revision command 50, 60, 97, 102
- Published Comments Folder 151
- Published Comments Index 49
- Publisher 91
- Publishing
 - comment 47-49
 - document 88
 - legal aspects of 88
 - multi-party 90
 - reference on a consultant 100-103
- Purchases Index 151
- Reference 151
 - publishing 100-102
 - revising 102
 - withdrawing 103
- References Folder 152
- Refusal command 152
- Release command 92, 93, 152
- Remember command 108, 152
- Remove Listing command 95, 109, 152
- Reply to Comment command 153
- Reply to Reference command 153
- Request (Buy) command 66, 153
- Requests Index 153
- Resume 99, 153
 - format for 59
 - publish 58-60
 - revise 60
- Revert Section command 154

Revising

comment 49-50

document 96-97

reference 102

Save Section command 154

Search Results Notebook 106

Sections 154

List 41

Security 30

Security command 155

Select Lower command 95, 98, 155

Select Other command 155

Select Upper command 88, 89, 155

Send Message command 54, 72, 73, 155

Sender Only command 55, 155

Setup 19

Shortname 54

Shrink Workspace command 88, 95, 98, 156

Sound command 84, 156

Statement 156, 164

Subdocuments Index 156

Subgroups Index 157

Submarkets Index 157

Subtopics Index 157

Suggestion 157

Suggestions Folder 157

Swap Workspaces command 88, 157

Taxi meter 37, 158

Termination command 80, 158

Text command 84, 158

Thread, *see* Mail

Timezone & User command 158

Top command 159

Topics 141

Up Path to Top command 159

Uplinks Index 159

Upload Document command 91, 92, 159

Verification code 28

View Draft Items command 87, 160

View Draft Sections command 60, 160
View My Mailbox command 52, 160
View My Statement command 160
View Resume for command 60, 99, 160
View Works For command 88, 95, 97, 160
Windows, *see* Microsoft Windows
Withdraw Comment command 50, 161
Withdraw Reference command 103, 161
Withdraw Reply command 161
Withdraw Suggestion command 161
Works Index 161

**The American
Information Exchange**

AMIX Access™ Software

The American Information Exchange

AMIX Access™ Software

Version 1.0

IBM-PC & Compatibles 1.2Mb Diskette

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AMIX™

American Information Exchange Corporation
2345 Yale Street
Palo Alto, CA 94306
(415) 856-1234

American Information Exchange™

New Customer Profile

Thank you for your interest in the American Information Exchange. To obtain an AMIX Customer Account, please sign the AMIX Customer Agreement and fill out this form. Return both items either by mail or fax to:

American Information Exchange Corporation

2345 Yale Street, Palo Alto, CA 94306

Attn: Customer Support

Fax: 415/856-4123

If you have any questions, please contact Customer Support or call: 415/856-1234 Ext 207

PERSONAL INFORMATION

Name _____ Date _____

Address _____ Home Phone _____

_____ Work Phone _____

City, State, Zip _____ Fax _____

Credit Card Type: VISA ☐ MASTERCARD ☐ # _____ Exp _____

Mother's Maiden Name (for security purposes) _____ EMail _____

Occupation _____

Employer _____

How did you hear of AMIX and from whom? _____

COMPUTER INFORMATION

Computer Model (incl. hard disk size, RAM) _____

Diskette Size _____ Modem Type and Baud Rate _____

MARKET INFORMATION

When using AMIX, are you interested in being a buyer, a seller or both? _____

In which existing markets are you interested in buying/selling on AMIX?

What markets would you like to see on AMIX in the future?

Can you suggest others who may be interested in AMIX? (Name, fax, tel, address)

FOR OFFICE USE ONLY

Status Bu Slr Bo MMgr KeySlr Prs Anlst Assn Filled By: _____

Primary Market _____ Mark Mgr _____

Second Market _____ Mark Mgr _____

Correspondence Lit _____ Fol/Up _____ AggrDate _____

AggrRec _____ CrCk _____ CustKit _____ Cust _____

AMIX Customer Agreement

Introduction

Welcome to the American Information Exchange Service ("AMIX Service"), a service of the American Information Exchange Corporation ("AMIX Corporation"), a subsidiary of Autodesk, Inc. Your use of the AMIX Service shall be governed by the terms and conditions of this Agreement. Please read each term carefully. You will be asked to approve of the terms of the entire Agreement after you fully read its terms. If you give your approval, you will have entered into a contract with AMIX Corporation, which contains certain rights and responsibilities. If you do not wish to be bound by the terms of this Agreement, please do not agree to it. You may review this Agreement at any time by reading the document "Policies and Prices" in the topic "AMIX Support, Policies, Prices." This Agreement is subject to change by AMIX Corporation at any time; changes are effective immediately upon notice to you.

Personal Information

Confidentiality

Before you access the AMIX Service, you will be asked to provide certain personal information including your name, address, telephone number and credit card or approved purchase order information. If you are a Seller, we will also need your Social Security number or Tax Identification number. We will not disclose this information to anyone else except as reasonably necessary to establish and maintain your account or as may be required by law.

Obligation to Provide Resume

Prior to becoming a Seller or publisher of any information on the AMIX Service (e.g., documents, consulting, comments or references), you will be required to publish your resume containing background information for examination by other Customers. This information must be true and accurate; no pseudonyms or other false information may be used. You are required to update this information in order to keep it current and accurate.

Access to the AMIX Service

Use

The AMIX Service is an electronic marketplace through which you may buy or sell information or contract with other Customers to buy or sell consulting. The AMIX Service may be reached by a personal computer via a modem. You may gain access to your individually identified account through use of a password.

Identification and Use of Passwords

After your personal information is verified, AMIX Corporation will supply you with an Account Name and a temporary password, which you should change after signing on. You must keep your password strictly confidential and contact AMIX Corporation immediately if you suspect any loss, theft or unauthorized use of your Account Name or password. Until AMIX Corporation receives notice, by electronic or conventional mail, or by telephone at (415) 856-1234, of a breach of security, you will remain liable for any unauthorized use of the AMIX Service. If you forget your password, AMIX Corporation can issue a new password to you, but reserves the right to charge for this.

Access and Equipment

You will be responsible for providing all computer and communications equipment necessary to use the AMIX Service. The AMIX Service will be available during the hours stated on the service. Hours are subject to change without notice and service is subject to possible interruptions at AMIX Corporation's discretion. Unauthorized access to or use of the AMIX Service or the information provided by Customers of the AMIX Service is a breach of this Agreement and a violation of law.

Fees and Payment

New Account Fee

Upon becoming a Customer, you will be charged a one-time New Account Fee for a copy of the AMIX New Account Package, which we will mail to you following your assent to this Agreement.

Account Activity Fees

Each Customer is responsible for paying AMIX Service connect-time and I/O charges, information storage and retrieval fees, and any other account fees according to the then-current billing terms.

Paying for Documents and Consulting

Sellers are responsible for setting the prices for the documents they offer for sale through the AMIX Service. A "document" can include text files and binary files (including executable files). The price of a document must be below \$500.00. Fees for consulting are negotiated between Buyer and Seller.

Each Customer purchasing documents or consulting through the AMIX Service is responsible for paying all fees incurred by him/her. Purchases are automatically charged to Customer's account and, unless other arrangements have been made with AMIX credit department, will be charged to the Customer's credit card. In any event, a Customer is personally liable for all costs incurred by him/her. Failure of a bank to honor credit card charges does not free the Customer from this liability.

Following receipt of payment from the Buyer, AMIX Corporation will credit the Seller's account with the price paid by the Buyer, less the AMIX Corporation transaction fee. If you are a Seller your right to be paid is contingent upon AMIX Corporation's receipt of payment from the Buyer for your documents or consulting services.

You agree that whenever you publish information on the AMIX Service you will be bound by any contract formed and that any message using your Account Name and password transmitted on the AMIX Service will be deemed to have been originated, "signed", and "executed" by you, and the Account Name will be deemed your signature. You waive any claim that an enforceable contract was not formed as a result of such publication on the ground that the message was not "written" or "signed" or "executed" by you.

Transaction Fee

For each transaction completed on the AMIX Service, AMIX Corporation will retain a transaction fee based on AMIX Corporation's then current fee schedule.

Telephone Charges

You are responsible for all telephone charges for the connection of your computer to the AMIX Service.

Credit Card Information

You may not place orders on the AMIX Service using any expired, false or unauthorized credit card, and must promptly inform AMIX Corporation of any changes in the expiration date of your credit card or changes in your home or billing address.

Payment and Terms

You are responsible for payment of all fees incurred by you through use of the AMIX Service, including any taxes that may apply. Your use of the AMIX Service is subject to a credit limit established by AMIX Corporation. AMIX Corporation reserves the right to change the fees, or the credit or billing terms at any time upon notice to you.

Conditions on Offering Information

Warranty by Customer

You warrant that all information or materials you provide to AMIX Corporation or to any Customer through the AMIX Service will be accurate to the best of your knowledge, and will not infringe any copyright or patent, or violate any trade secret right belonging to any other person or entity. You further warrant that you will not submit, publish or display on the AMIX Service any defamatory, obscene, fraudulent or illegal material, or knowingly submit any computer program containing a virus of any kind. Customers are responsible for all information they send or display through the AMIX Service, and remain responsible even after termination of their account. You agree that you will indemnify and hold AMIX Corporation harmless from any liability, including reasonable attorneys' fees, arising from a claim that information placed by you on the AMIX Service violates this warranty.

License to Distribute Information

You hereby grant AMIX Corporation a worldwide, royalty-free, limited license (subject to your right as a publisher to withdraw material from sale) to copy and distribute to Customers, solely in connection with the provision of the AMIX Service, and under AMIX Corporation's then current Customer Agreement, any information or material you publish or place on the AMIX Service. AMIX Corporation retains a perpetual right to copy and to distribute material to an AMIX Customer who purchased or read it prior to withdrawal by the publisher.

Review and Removal of Information

AMIX Corporation has the right (but not the obligation) in its sole discretion to review material stored on the AMIX Service, except for private electronic mail. AMIX Corporation will not review private electronic mail unless required by law or at the request of a party to whom the correspondence was addressed. AMIX Corporation reserves the right to remove material which AMIX Corporation, in its sole opinion, determines or suspects violates any proprietary right of a third party or is defamatory, obscene, fraudulent, abusive, profane, threatening, or otherwise conflicts with AMIX Service policies. You acknowledge that any material published by you will be subject to such removal without notice or obligation from AMIX Corporation to you. Notwithstanding the above, AMIX Corporation shall have no obligation to review any information submitted by Customers for accuracy, appropriateness or legality. You shall have the right at any time, upon notice to AMIX Corporation, to remove from further publication or sale information you have published on the AMIX Service.

Right to Move Information

AMIX Corporation reserves the right to move a Seller's information from one market to another market on the AMIX Service, if in AMIX Corporation's sole opinion the second market is appropriate.

Notification of Misuse of AMIX Service

You agree to notify AMIX Corporation's Customer Support personnel if you discover that another Customer has published on the AMIX Service any information or material that you believe is illegal, defamatory (i.e., false and injurious statements about a person), fraudulent or threatening.

Conditions on Purchase and Use of Information

Use of Information

Subject to the terms and conditions of this Agreement and subject to your payment of the price specified, you as a Seller hereby grant to any Buyer, and you as a Buyer are granted from any Seller, a perpetual, personal license to download and make one electronic or printed copy for your personal use (plus one copy solely for back-up purposes, if necessary) of any material which the Buyer purchases for as long as the material is available on the AMIX Service. This means you may gain access on more than one occasion, without needing to repurchase, to any material you have already purchased. (AMIX Corporation reserves the right to archive infrequently accessed information and to charge a fee for retrieval of any information that has been archived). All information and materials provided to you are the sole property of AMIX Corporation or its publishers and are protected by copyright against unauthorized copying or distribution. You may not distribute to anyone else or modify any copies of information or material you receive, or remove any copyright notices from such copies without permission of the publisher.

Dispute Resolution

Buyer-Seller Disputes

All disputes arising out of the use or operation of the AMIX Service that arise between Sellers and Buyers shall be submitted to binding arbitration conducted by AMIX Corporation under the "Procedure for Resolving Buyer-Seller Disputes", as may be modified by AMIX Corporation from time to time in its own discretion.

AMIX Corporation-Customer Disputes

All disputes arising out of the use or operation of the AMIX Service that arise between AMIX Corporation and customers shall be submitted to binding arbitration conducted in accordance with the "Procedure for Resolving AMIX-Customer Disputes", as may be modified by AMIX Corporation from time to time at its own discretion.

Limitation of Customer's Liability

IN NO EVENT WILL A CUSTOMER'S LIABILITY FOR DAMAGES TO ANOTHER CUSTOMER ARISING OUT OF THIS AGREEMENT EXCEED THE PRICE OF THE TRANSACTION AT ISSUE (INCLUDING ANY ARBITRATION FEES). AS A CUSTOMER YOU AGREE THAT NO CUSTOMER SHALL BE LIABLE TO YOU, UNDER ANY THEORY OF LIABILITY, FOR ANY COSTS OF PROCUREMENT OF SUBSTITUTE PRODUCTS

OR SERVICES OR FOR ANY INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING FROM USE OF THE AMIX SERVICE. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

Software License

AMIX Corporation hereby grants to you a non-exclusive, royalty-free license to use the AMIX Access Software and documentation solely in connection with use of the AMIX Service. You agree not to disassemble, decompile or reverse engineer the AMIX Access Software. You may make and distribute copies of the AMIX Access Software and documentation to other persons who agree to be bound by the terms of this license.

Disclaimer of Warranty by AMIX Corporation

YOU EXPRESSLY AGREE THAT USE OF AND STORAGE OF INFORMATION IN THE AMIX SERVICE IS AT YOUR SOLE RISK. ALL INFORMATION PROVIDED THROUGH THE AMIX SERVICE IS SOLELY THE OPINION OF THE PUBLISHER PROVIDING SUCH INFORMATION. AMIX CORPORATION DOES NOT AND CANNOT GUARANTEE THE ACCURACY, LEGALITY, SAFETY OR USEFULNESS OF THE INFORMATION PUBLISHED ON THE AMIX SERVICE OR THAT THE AMIX SERVICE WILL BE EITHER UNINTERRUPTED OR FREE OF ERRORS OR COMPUTER VIRUSES. THE AMIX ACCESS SOFTWARE, THE AMIX SERVICE, AND ALL INFORMATION PROVIDED BY AMIX CORPORATION ARE PROVIDED ON AN "AS IS" BASIS, WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING BUT NOT LIMITED TO THOSE OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE), AND, EXCEPT AS PROVIDED IN SECTION 7, YOU ARE SOLELY RESPONSIBLE FOR ANY DAMAGES YOU INCUR AS A RESULT OF USING THE AMIX SERVICE OR THE INFORMATION OBTAINED BY SUCH USE.

Limitation of AMIX Corporation's Liability

ANY LIABILITY OF AMIX CORPORATION OF ANY KIND AND UNDER ANY THEORY SHALL BE STRICTLY LIMITED TO THE FEES PAID BY YOU TO AMIX CORPORATION FOR THE USE OF THE AMIX SERVICE IN THE PRECEDING SIX (6) MONTHS. IN NO EVENT SHALL AMIX CORPORATION BE LIABLE FOR DAMAGES RESULTING FROM CUSTOMERS' USE OF INFORMATION OBTAINED BY USING THE AMIX SERVICE, OR FOR ANY CONSEQUENTIAL, INCIDENTAL, EXEMPLARY OR SPECIAL DAMAGES RELATING TO THIS AGREEMENT OR USE OF THE AMIX SERVICE OR AMIX ACCESS SOFTWARE EVEN IF AMIX CORPORATION HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY PROVIDED HEREIN.

Termination

You may discontinue your use of the AMIX Service and terminate this Agreement at any time by notifying the AMIX Service Customer Support by electronic message or U.S. first class mail at:

American Information Exchange Corporation
Customer Support
2345 Yale Street
Palo Alto, CA 94306

Failure to comply with the terms and conditions of this Agreement may result in the immediate suspension or termination of your use of the AMIX Service. In addition, AMIX Corporation may terminate this Agreement and your use of the service for any reason at any time upon 10 days' notice. The obligations regarding payment for information, arbitration and the use of information and materials obtained through the AMIX Service will remain in effect after termination.

Notices

Notices from AMIX Corporation may be delivered to you by electronic message on the AMIX Service or by U.S. first class mail. Notices from you to AMIX Corporation may be delivered either through an electronic message sent to Customer Support or through U.S. first class mail. All Notices are effective upon the earlier of receipt or ten (10) days after sending. All notices to AMIX by U.S. first class mail must be sent to American Information Exchange Corporation, Customer Support, 2345 Yale Street, Palo Alto, California 94306.

Miscellaneous

This is the entire agreement between you and AMIX Corporation relating to the subject matter hereof. The waiver of a breach of any term shall in no way be construed as a waiver of any other term. AMIX Corporation shall have no liability for its failure to perform its obligations under this Agreement when due to circumstances beyond AMIX Corporation's reasonable control. This Agreement shall be governed by the laws of the State of California as they apply to contracts made and performed in California.

I agree to the terms specified in this Customer Agreement.

Customer

BY: _____

PRINT NAME: _____

TITLE: _____

DATE: _____

What Others Are Saying **ABOUT AMIX**

*"It's all there... all the things I've been thinking about...
Congratulations!"* Esther Dyson, Release 1.0

"AMIX's possibilities are tremendous."
Judith Feder, Electronic Services Update

*"AMIX can help me in my business both as a buyer
and seller."* Ajit Kapoor

*"AMIX is an innovative opportunity to serve a new business
segment in an entirely new way."*
Portia Isaacson

"Where do I sign up?"
Leslie Fiering, Gartner Group

"I was wondering when someone would do this."
Wendy Woods, Newsbytes

History **OF AMIX**

The American Information Exchange Corporation was incorporated in 1986. In 1988, Autodesk, Inc. — the world's fourth largest software company — bought a controlling interest. After several years of product research and development, the AMIX Service went online in November, 1991.

Tell Me **MORE**

For additional product or company information or to get your own AMIX account, contact:

American Information Exchange Corporation
2345 Yale Street
Palo Alto, CA 94306
(800) 395-AMIX (orders only)
(415) 856-1234
(415) 856-4123 fax

AMIX

The American Information Exchange



The World's First Electronic Information Market

Information FOR SALE

What kinds of information and services do people offer for sale on AMIX?

THE INFORMATION CURRENTLY OFFERED IS PRIMARILY BUSINESS-RELATED: INFORMATION ON PRODUCTS, TECHNOLOGIES, COMPANIES AND INDUSTRIES, AND MARKET RESEARCH REPORTS. SERVICES INCLUDE CONSULTING, EDITING, WRITING, AND INFORMATION BROKERING—INCLUDING BUSINESS RESEARCH USING ONLINE DATABASES.

IN THE FUTURE, IN RESPONSE TO CUSTOMER DEMAND, AMIX WILL CREATE MARKETS FOR AFFORDABLE EXPERTISE ON A VARIETY OF TOPICS FROM LAW TO SMALL BUSINESS MANAGEMENT; FROM TAX ADVICE TO DESIGN TEMPLATES.

THE AMIX SERVICE HAS BEEN CAREFULLY DESIGNED TO HELP DIVERSE BUYERS OBTAIN A WIDE VARIETY OF QUALITY, TIMELY INFORMATION RELEVANT TO THEIR IMMEDIATE NEEDS.

Put Your Mind TO WORTH

RATHER THAN ALLOWING ONLY ONE INFORMATION SELLER WITHIN EACH TOPIC, THE AMIX SERVICE MAKES IT POSSIBLE FOR ANYONE WITH RELEVANT EXPERTISE OR DATA TO OFFER IT FOR SALE IN A COMPETITIVE ARENA.

AMIX DRAMATICALLY INCREASES THE TOTAL AMOUNT OF HIGH-QUALITY INFORMATION AVAILABLE TO BUYERS. ON AMIX, INFORMATION ENTREPRENEURS, COMPETITION, AND MARKET FORCES WORK TOGETHER TO CONTROL THE AMOUNT, BALANCE, PRICE, AND QUALITY OF INFORMATION AVAILABLE.

How Would It Work For Me?

These scenarios demonstrate two possible ways to "go to markets" on AMIX:

Scenario I: **Buying A Document**

TREND WATCHING

- THE BUYER:** Product Manager for a leading manufacturer of laser printers
- THE CONCERN:** Unit sales are dropping sharply for no apparent reason
- THE QUESTIONS:** Why is this happening? Is this a trend in my industry?
- AMIX'S SOLUTION:** Customer navigates to the "PC Industry Trends" submarket in AMIX's Computer Business Market and purchases a document on the topic of trends in the laser printer industry.
- THE BENEFIT:** The customer gets pertinent, thoughtful analysis to help solve a difficult situation, without having to subscribe to an expensive, ongoing market research service.

Scenario II: **Putting Out a Consulting Request**

TECHNICAL SOLUTIONS

- THE BUYER:** MIS Director at a regional office of a Fortune 500 company
- THE CONCERN:** Is having difficulty setting-up his local area network of IBM PC and Macintosh computers to connect with the corporate home office. Has limited experience with remote hookups.
- THE QUESTIONS:** What is wrong with the current configuration? How can I trouble-shoot to get the network to function?
- AMIX'S SOLUTION:** Customer navigates to "LANs"—a submarket in the AMIX Computer Products Market; finds the group of consultants in that market; then sends a "Consulting Request" for an expert's opinion on this problem, offering a bonus for the fastest/best response.
- THE BENEFITS:** Using AMIX in this scenario is far superior to the alternatives: calling many manufacturer tech support departments or consulting a computer reseller for help.

Sellers Create Information to Meet Demand

AMIX is an ideal medium for sellers to create information to meet buyers' anticipated or unanticipated needs based on predictable or unpredictable events. For example:

Scenario III:

BUSINESS ADVICE

An accounting firm hopes to expand its client base by selling general year-end tax advice to potential clients.

BUYER'S NEED:

The potential clients need informed answers to questions like:
"How will changes in tax law affect my business?"
"What can I deduct this year, depreciate this year?"
"What can I do to best plan for changes in IRAs/401k plans or home office allowances?"

SELLER'S SOLUTION:

Accounting firm offers documents for sale, including spreadsheet templates to address buyers' concerns. Is then available for follow-up consulting.

THE BENEFITS:

Buyers get answers to important questions. Seller gets new clients.

Scenario IV:

FAST UPDATES

A late-breaking development such as a major corporate merger will have a dramatic effect on the bond market. An industry analyst, who publishes a select newsletter on this market, has already mailed this month's newsletter to the entire circulation.

SALES

OPPORTUNITY:

By posting a document in a Private Topic on AMIX, the seller can offer a quick update for subscribers, with insightful analysis immediately following the development.

THE BENEFIT:

Seller retains goodwill of subscriber base, receives heightened prestige for enhancement of this update to the earlier newsletter, and for unexpected responsiveness to the development. Buyers get updated, useful analysis which in this case could be used to save or make themselves money.

THE POTENTIAL:

Sellers should consider offering their newsletters for sale on AMIX as an alternative to traditional mail versions, which are more expensive to produce and distribute.

Going To MARKETS

AMIX HAS A VARIETY OF MARKETS "OPEN TO THE PUBLIC," WITH MORE TO COME. TOPICS CURRENTLY COVERED INCLUDE COMPUTER BUSINESS, COMPUTER PRODUCTS, SOFTWARE COMPONENTS, ECONOMICS, POLITICS, ARTS, AND INFORMATION BROKER SERVICES. TO LET CUSTOMERS FIND SPECIFIC INFORMATION THEY ARE LOOKING FOR AS QUICKLY AS POSSIBLE, AMIX ALSO HAS MORE SPECIALIZED SUBMARKETS WITHIN EACH MARKET, MUCH IN THE SAME WAY THAT A DEPARTMENT STORE WOULD STOCK TELEVISION SETS IN AN ELECTRONICS SECTION OR SKIS IN A SPORTING GOODS SECTION. THE AMIX ACCESS SOFTWARE IS MENU-DRIVEN AND EASY TO USE, WITH ONLINE HELP WHENEVER YOU NEED IT.

Information **OVERLOAD**

TOO MUCH, TOO HARD TO FIND

In this information age, the volume of information available has grown much faster than our ability to handle and organize it.

The problem with information is not only how much we have—it is how to find the answers we need, when we need them.

The **SOLUTION**

*AMIX: The World's First
Electronic Information Market™*

The American Information Exchange (AMIX™) introduces something completely new: the Information Marketplace™.

AMIX is the world's first electronic marketplace for the buying and selling of information and consulting services.

You can reach AMIX by using our AMIX Access™ Software, which provides a link between your personal computer and our host computers. Running an IBM PC® or compatible computer, and connecting via modem, AMIX customers become buyers and/or sellers of online documents, files, and specialized consulting services.

The host computers provide an electronic meeting place—the Information Marketplace—a single location where people come to buy and sell information and access to consulting expertise.

What's an **INFORMATION MARKET?**

THE AMIX INFORMATION MARKET IS AN INFORMATION DEPARTMENT STORE, A FARMER'S MARKET FOR INFORMATION, AND AN INFORMATION SHOPPING MALL—ALL IN ONE. IN THIS ELECTRONIC MARKETPLACE FOR INFORMATION, MARKET DYNAMICS CAN PLAY FREELY.

BEFORE BUYING THROUGH AMIX, BUYERS CAN BROWSE AND EVALUATE GOODS AND SERVICES IN THE SAME WAY THAT A SHOPPER IN A DEPARTMENT STORE CAN COMPARE MANY BRANDS AND STYLES. SELLERS CAN OFFER BOTH PREPACKAGED INFORMATION AND SERVICES FOR SALE. THEY COMPETE FOR BUYERS' BUSINESS IN AN ENVIRONMENT THAT ALLOWS FOR EASY COMPARISON SHOPPING.

LIKE A FARMER'S MARKET, ANYONE CAN BUY; ANYONE CAN SELL. AND, IN THE SAME WAY THAT PEOPLE GATHER TOGETHER AT A SHOPPING MALL, AMIX OFFERS A PLACE FOR BUYERS AND SELLERS OF INFORMATION AND EXPERTISE TO GATHER AND TRANSACT BUSINESS.

**"I DO NOT NEED
INFORMATION,
I NEED
ANSWERS."**

*John Walker,
Co-Founder of
Autodesk*

AMIX

Marketplaces

January 1992

COMPUTER BUSINESS

PC Industry Trends

COMPUTER PRODUCTS AND TECHNICAL INFORMATION

Novell®

Desktop Publishing and Multimedia

Microsoft® Windows™

SOFTWARE/ OTHER PRODUCTS FOR SALE

Software for Sale or Evaluation

SOFTWARE COMPONENTS

Smalltalk

C and C++

Microsoft® Windows™ Code

SCIENCE, POLITICS AND ART

Economics & Politics

Recommendations and Reviews

Art, Fiction, Entertainment

SERVICES

Information Brokers

Writers and Editors

This is a list of markets that are currently open on AMIX, or are projected for opening in the near future. AMIX is looking for market managers to open new markets not listed here. If you know of anyone who may be interested in serving as an AMIX Market Manager, contact AMIX at (415) 856-1234.

AMIX

The American Information Exchange

We invite you to participate in the American Information Exchange, the electronic Information Marketplace™ where you can buy and sell documents, software, and consulting services. The \$50 account set-up includes your AMIX Access™ software, AMIX demo, *Customer Guide*, Account Name, and initial password. The monthly fee is waived for your first six months' use of AMIX.

To set up your AMIX account, please fill out the following information and send it by phone, fax, or mail:

NAME _____

ADDRESS _____

CREDIT CARD ☐ VISA ☐ MASTERCARD

CREDIT CARD # _____

EXP. DATE _____

If you prefer, you may make billing arrangements rather than credit card payments.

American Information
Exchange Corporation

2345 Yale Street

Palo Alto CA 94306

Telephone 800-395-AMIX (orders only)

Telephone 415-856-1234

Fax 415-856-4123

AMIX

Pricing Summary

COSTS TO CUSTOMERS

Account Setup Charge

Cost to obtain an AMIX account for the first six months: \$50.

Monthly Fee

Beyond first six months, monthly fee is \$5/month for credit card billing, \$10/month for invoice billing.

Connect & Input/Output Charges

Beginning January 1, 1992, fee for connecting to AMIX's host computers by any connect method is \$3/hour plus \$1 per 100KB transferred.

The \$3/hour introductory rate applies to all connect methods. After the introductory period, this rate will vary with connect method: direct dial, local packet switching, or long-distance packet switching.

TRANSACTIONS BETWEEN BUYERS AND SELLERS

Purchase of document or consulting

Price is set by seller, or by buyer and seller during negotiations. Buyer's account is charged and seller's account is credited according to payment terms (On Agreement, On Delivery, On Acceptance, or On Evaluation).

MINIMUM PRICE FOR DOCUMENT	\$1
MAXIMUM PRICE FOR DOCUMENT	\$500
MAXIMUM PRICE FOR CONSULTING	\$2,000

Transaction Fees

These are charged to sellers of documents or consulting contracts, and are a function of the price set by the seller, or by the buyer and seller during negotiations.

AMIX'S Transaction Fee Schedule

The following amounts are charged per document or consulting transaction:

- 40% of first \$50 +
- 25% of second \$50 +
- 15% of next \$400 +
- 10% of the amount over \$500

Separate consulting payments made On Agreement, On Delivery, On Acceptance, or On Evaluation are treated as separate transactions.

More Information

Additional information on AMIX pricing may be found in the document entitled "AMIX Policies and Prices" available on the AMIX Service.